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Ben Franklin Monthly



Vol. XIX

OCTOBER, 1921

No. 1

OCT 10

Empire Bond

A CAREW "QUALITY PRODUCT"



Made by Carew Mfg. Co., South Hadley Falls, Mass., and Stocked and
Distributed in the Chicago market exclusively by

The Graham Paper Company
1136-1138 South Wabash Avenue
Chicago

Everything for the Composing-Room

produced just as needed on the Linotype
with the economy of the slug
and the resources of LINOTYPE TYPOGRAPHY



THOUSANDS OF THOUSANDS

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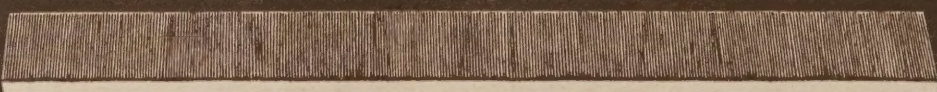
THOUSANDS OF THOUSANDS

Body Type



THOUSANDS OF THOUSANDS

Borders



THOUSANDS OF THOUSANDS

Leads and Slugs

MORE THAN 42,500 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street

BROOKLYN, NEW YORK

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XIX

20c the copy

OCTOBER, 1921

\$2.00 the year

No. 1

Chicago Employers Demand Wage Reductions

WAGES will be decreased in Chicago's union shops, or hours will be increased November 5, when the 5-year contract now in existence expires. Chicago employers are determined that such will be the case and have informed the various printing trades unions of their determination. The following letter was sent to each of the unions by the Franklin or Open Shop Division of the Franklin-Typothetae on Saturday, September 24:

"The 5-year contract entered into with your body dated October 12, 1916, by virtue of the arbitration proceedings of last spring expires November 5. The unusual conditions imposed by the world war resulted in wage increases to your members, regardless of contract, approximating 100 per cent, and these were awarded as the result of readjustments in six-month periods, based on the cost of living.

"On May 5th last the 44-hour working week was put into effect by our members, with no decrease in wage.

"An open shop condition in our industry in this city which, in 1910, was estimated at 20 per cent of productive capacity has reached, since that time, what now amounts to over 50 per cent—more than doubled—with every indication that this condition will be materially increased in the no distant future. At the time the employers first entered contractual relations with your organization it was claimed by your representatives that, given the connection with the closed shop employer which the contract promised, it would enable you to devote your time and money to the correction of this open shop condition.

"We have no record that you were able to reclaim a single shop in the 10-year period, but on the contrary have suffered steady and continued loss, until today over half the plants in Chicago are operating 48 and 50 hours. This has not benefited us, but has added to a competitive condition which we can no longer meet.

"With the failure thus far to establish a 44-hour week in the competitive cities within a radius of 500 miles, and with a disposition on the part of large buyers to refuse business to the closed shops, the time has arrived, we think, for calm and deliberate consideration of all conditions, if those employing your members are to be permitted to survive and secure business in volume sufficient to retain even present working forces.

"We must have relief. This is no time for idle dreams, nor should your policy be such as to endeavor to maintain a position in the face of all the conditions which cannot be justified, but which will surely prove a boomerang for all concerned.

"Concessions, either in hours or wages or both, are necessary on your part to restore a healthy condition in the shops of our members in order that we can meet the insistent demand for lower prices which are now being conceded by our open shop competitors in and outside of this city."

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Uniform Cost System Impossible

Standard Cost Finding System of Printing Trade Proves Necessity of Each Industry Having Own Method of Accounting. No Universal System Possible*

By EDWARD T. MILLER

Secretary United Typothetae of America

IN OPENING a discussion on the general theme of "Uniform Methods and Standardized Costs," I understand I am to present the experiences of the United Typothetae of America in the establishment and operation of its Standard Cost System, in order that we may ascertain from a recital of those experiences whether a uniform method is practical and how it should be handled in order to produce satisfactory results.

You are familiar with the fundamental principles and operating methods of what is known as the United Typothetae of America Standard Cost-Finding System. These have been published in booklet form and widely distributed at no cost save a normal charge to cover printing. Some of the outstanding principles are as follows:

1. The Standard Unit of Production in the various departments is the Productive Hour.

2. The Standard Hour Cost comprises the direct labor plus all overhead expense, departmental, and office or general commercial—the gross cost exclusive of stock handling and selling.

3. The natural divisions of the processes of manufacture form cost centers or departments for the purpose of determining costs.

4. Average costs for the preceding 12 months are regarded as normal costs.

5. General Factory Overhead is distributed over the factory departments on a percentage basis of the total departments' direct expense, including payroll.

6. General Commercial Overhead is distributed over the various departments on a percentage basis of the total factory cost of departments, including payroll.

7. Depreciation is figured on the original cost of fixtures and machines, equipment and installation at 10 per cent per annum; on type at 25 per cent per annum.

8. Interest on plant investment is figured as a part of costs.

9. Rental is charged on real estate owned as a part of costs.

The Cost Committee of the Typothetae believes the above principles are accountingly sound. The system was founded a decade ago by men with both practical and accounting experience. During the ten years it has been nurtured by accounting experts and installed by cost accountants, many of whom have held C. P. A. degrees and have been university trained men. There is every reason to believe that, accountingly, the Printers' System is as nearly correct as any cost system ever devised for any industry. For a further brief but very excellent sketch of the historical background, may I refer you to the official publication of the National Association of Cost Accountants, Vol. II, No. 15, August 1, 1921, entitled, "Uniform Cost Accounting Methods in the Printing Industry."

In addition to the historical background, I shall refer briefly to the industrial background in order that you

may have it in mind when considering the installation and operation of the system. Statistics show that in the Book and Job Printing and Publishing industry the great majority of plants are very small. In fact, 22 per cent are one-man shops—the owners do their own work; 49.6 per cent are plants having from 1 to 5 wage earners; 19.3 per cent are plants with 6 to 20 wage earners, and 6 per cent have 21 to 50 wage earners each. Only 1 per cent of the commercial printing establishments have over 1,000 employees. With these facts in mind you are able to picture to some degree the problem of *installing* the Standard Cost System in the commercial printing plants of this country, to say nothing of *operating* such systems.

The statistics for the printing industry, however, show that it is not much different from those of "all manufacturing plants." But in the steel industry, the figures are almost reversed, there being a large number of large plants and only 3.7 per cent having from 6 to 20 employees.

With the above backgrounds in mind, let us now discuss the main topic under (1) installation and operation; (2) what results have been attained; (3) some of the lessons learned, and (4) the possibilities of uniform methods and standard cost systems.

Industry Really Organized in 1916

In 1916 a plan was proposed for organizing the entire industry of the continent and to undertake a general forward movement in the study of costs and estimating and salesmanship and apprentice training and all trade association activities. To this campaign, the allied trades subscribed for three years an annual subscription of \$75,000. This fund was used to employ field men and cost accountants. The work of the campaign started in the fall of 1918. The method was to send organizers to a printing center, make a survey of the general conditions which in every case proved bad enough, showing a very small percentage of profit and in many instances a complete loss, and then inducing the printers to form a local organization of Typothetae and agree to the installation of the Standard Cost-Finding System in every plant. A formal organization agreement embodying this as well as other pledges was drawn up and signed by the International Association, the local association and the individual members thereof.

Shortly after the organization was completed a cost man or a crew of cost men, was sent into the printing center and immediately began the work of installing the system in the plants of the members. Just prior to the beginning of the campaign, the cost force consisted of one man; in a few months it had been increased to 43. The number of systems installed during the year 1919 to 1920, and up to the present time, was in the neighborhood of 2,000, which, added to the installations that had been made previous to this special campaign, probably makes the total number of systems actually installed and in operation in our members' plants in the neighborhood of 3,000. Our membership is now 5,100.

A force of field men is supervised by an expert accountant who has his headquarters at the general offices at Chicago but who makes frequent trips to the field for

* An address before the National Association of Cost Accountants, Cleveland, Ohio, September 15, 1921.

the purpose of supervising the work of the men and checking up the character and thoroughness of the installations. We early found that the supervision of the installation work as well as the supervision of the operation of the system is highly essential to standardization and to keeping up the effectiveness of the systems. In fact, we have found that something like 75 to 80 per cent of the systems are apt to slip away from standardization or from some essential operation after the first year. This may be due to a lack of interest on the part of the management, to a change in cost clerks, to alleged increase in expense, to insufficient supervision, or any one of a half dozen other causes.

At the close of our last year the reports of lapsed systems were so large that our association inaugurated a system of local Cost Bureaus and have quite largely and successfully sold the idea to the local organizations so that in the more successful local organizations a cost bureau in charge of a competent cost accountant is now operating, assisting the members to keep up their systems and, in many instances, a plan has been inaugurated for making out the Monthly Statement of Cost by Departments for the members, making a Composite compilation of these statements, and an individual analysis of each member's statement showing comparisons of his statement with the composite for the city. This has had a very stimulating effect and in most instances has revived the operation of cost systems 100 per cent. To assist the smaller printers, particularly "one-man shops" and the shops with one to five employes doing a business of \$25,000 a year, many of the local organizations have instituted a Visiting Bookkeeping Service which is co-ordinated with the local Cost Bureau and Cost Statistical Service.

Work Pays for Itself

Shortly after the three-year campaign began it was found necessary to charge \$120 per week per cost accountant for this service. It has never been the aim of the Typothetae to make any profit on the cost work, but rather to conduct it in such a way that it would safely pay its own maintenance. During the fiscal year ending August 31, 1920, the income received for cost and accounting installation work by our association was \$89,000; the expenditures for accountants' salaries, expenses, department overhead, materials, etc., was \$92,287, showing that the work for that year ran at a deficit of about \$3,300. So far this fiscal year, the income has been \$43,868 and the expenditures \$41,931, showing a favorable margin of nearly \$2,000.

What are the results after the expenditure during the past two years of over \$130,000 for this work? In the membership of 5,100 throughout the United States and Canada we have already installed and in operation something over 3,000 systems. We have 11 cost accountants constantly at work installing, supervising and checking up the work. But in the discussion of the results, three outstanding features present themselves: First, the accuracy of the system maintained; second, what are the benefits of the system? and third, why has it not failed? It would be foolhardy to claim that the systems installed are all absolutely standard. One of the most difficult problems we have is to secure the subordination of individual accountants' ideas to the standard plan. While our own field men work with us absolutely along standard lines, they are not always able to hold in line the accountants in the individual plants. There is always some accountant who finds it difficult to curb his own individuality and who attempts to "improve" the system. Whenever such cases are discovered, they are immediately reported to the general offices and our supervisor or our

secretary takes the matter up with the "powers that be" and generally receives their co-operation and secures a return to standardization. This difficulty in keeping the system standard is no small one and is leading us now to a study of plans for closer supervision and a more definite control.

Nor is it always the accountant in the member's plant who is reactionary. We find some unwillingness on the part of the members to follow the rules but sooner or later we are usually able to sell them to the desirability of standardization. Particularly, as the element of comparison, which they feel is very valuable, cannot be secured unless all statements are made in accordance with the definite rules and principles of the system.

Composite Statements Show Growth

In 1914 the association undertook to compile and publish a composite statement of cost of production by departments. These statements were compiled from individual statements furnished by members and while the composite did not represent statements from every member, the total cost on the composite statement was in excess of \$5,000,000. The following table will show the total volume of costs year by year that entered into the composite statements:

1914 — \$ 5,614,321.79	1918 — \$19,813,571.03
1915 — 8,889,823.41	1919 — 30,214,372.11
1916 — 15,677,334.01	1920 — 45,455,953.32
1917 — 13,730,081.36	

When it is considered that no cost is included in these figures except labor, overhead, direct expense and all the costs of operation—that no material costs whatever are included—you may readily understand the growing interest in cost finding in the industry. The statements at no time have included the annual composite statement of costs of every member.

It is believed, however, that as the interest in cost finding increases and local cost statistical bureaus are formed, the number of individual statements which enter into the grand composite for the industry will continue to increase. Already local cost statistical bureaus are sending to the Research Department of the U. T. A., each month, triplicate copies of the individual cost statements of their members, particularly when a local bureau makes up these statements. A system has been devised whereby the essential information is reported to the local cost statistical bureau by the individual plants. This information is then properly transcribed to the monthly statement of costs, the same being made in triplicate on special accounting machines, one copy being filed in the central office, one copy being transmitted to the general offices at Chicago and the original copy being submitted to the individual member with an analysis of his costs in comparison with the composite for the local city.

Plants Divided Into Classes

A helpful presentation of the composite costs is made by the Research Department of the Typothetae wherein the plants submitting statements of cost for the composite are divided into eight divisions in accordance with the size of their business. These divisions are as follows:

Class A—Plants whose annual cost is \$10,000 or less
Class B— " " " " " 10,000 to \$25,000
Class C— " " " " " 25,000 to 50,000
Class D— " " " " " 50,000 to 100,000
Class E— " " " " " 100,000 to 200,000
Class F— " " " " " 200,000 to 300,000
Class G— " " " " " 300,000 to 500,000
Class H— " " " " " Over \$500,000

By this arrangement plants are able to secure average hour costs from the general offices at Chicago in a division or class that corresponds to their own.

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Printers' Devils I Have Known

Amusing Traits of Youthful Characters Do Much to Relieve Monotony of the Country Printing Office. Here's An Account of Some of Them.

By A. J. STEMPLE

MOST of the humor in a printing office is supplied by the devils, and these imps, in a country office, at least, often furnish enough fun, variety and zest, to say nothing of aggravation, to compensate for whatever disadvantages there may be in living in a "one-horse country town." The thought of the long procession of devils I have known in a single office, never fails to evoke a grin, even in my bluest hours. The number of these devils is legion, for printers' devils are notoriously short-lived. Yet each one's personality was so pronounced, and his works of darkness differed from those of his predecessors and successors so much, that I retain a vivid recollection of the characteristics of each one. Maybe my friends will make you think of some of your acquaintances among the brotherhood!

Practice Made Perfect

John was so full of animal spirits that he couldn't settle down to stay at anything more than five minutes. He was full of sporting spirit, too. One day he smuggled a revolver into the office, and when the proprietor was out, he amused himself by trying to see how near he could come without killing, to shooting the tail feathers off Mr. Jones' pet roosters in the adjoining yard. He was having a lovely time and had already caused one casualty, when suddenly the irate Mr. Jones sneaked up the back stairs, crept behind John at the press room window from which he was firing, and shook the daylights out of him. John was promptly fired, of course, but his pranks stood him in good stead later in the army, when he practiced on Germans instead of on roosters.

Philip was born tired, and never got over it. The only thing that aroused him from his torpor, was the noon whistle and the gong which sounded when it was time to go home. These welcome sounds electrified him into action, and he dashed down the stairs and into the street as quick as lightning. Philip at other times displayed as much animation as a lone alligator in the fountain of a public park. He got onto my nerves. One day I asked him why he came to work in our office. "Don't you want to learn anything of the business?" I asked.

"Naw," he replied. "I don't care about being a printer."

"Why did you come here, then?" I pursued, "surely, you expected to learn the trade?"

"Naw," he repeated. "All I want is a soft spot to sit down in!"

His Poetry Unappreciated

Joseph proved to be a poet, though nobody would suspect it to look at him. He didn't like the foreman we happened to have at that time, for he used to get after Joseph, "hot foot" in an effort to make him keep the press room floor clean. Joseph didn't say much of what he thought of this silly idea of cleanliness, but he evidently thought about the matter a good deal, for one morning the foreman found a large sheet of paper stuck on the door with a big gob of ink. On the sheet was a minute and distinctly unflattering description of Foreman Bates, written in a paraphrase of "Breathes there a man with soul dead," which Joseph had evidently learned at

school. The allusions to a red nose and other unpleasant personal details were too much for the foreman and Joseph was put on the retired list with dispatch.

George needed no tonic for his appetite. He couldn't or wouldn't practice food conservation. He ate all the time, and the capacity of his stomach equaled that of a circus elephant. All day long he munched peanuts or nibbled candy, apples or other dainties. Two or three times daily he would disappear, and upon search generally would be found in the cellar, valiantly getting on the outside of a pie, or some doughnuts, or a batch of cream puffs. He even indulged in cans of lobster to sustain nature between meals, and he had a smelly habit of keeping bits of cheese in his pockets for snacks when nothing else was available. I'd like a nickel for each of the bananas he gobbled! He could always be traced by a trail of peanut shucks, apple cores, etc., that he left in his wake. In the cellar one could always stumble onto caches of eatables or the remains of secret feasts.

Arthur was a regular ladies' man. He had curly hair and eyes like a fawn, and it is no wonder that he made a hit with the office girls. He waited on the girl compositors hand and foot, especially on the best looking; inveigled them into corners, and told them sweet nothings. The yarn that he was lonesome and had nobody to love him, was his favorite appeal. In fact, Arthur monopolized most of the time of the fair sex, and work became a secondary consideration. The deluge came when the boss found the gay Arthur in a secluded corner behind a case, hugging Bess, the new girl, who made a pretense of objecting to such demonstrations of affection.

Then the Boss Got Angrier

Nobody expects a printing office devil to be a beauty, but Sam was minus even the average endowment of looks. Just to look at him would cause an unconscious grin to spread over one's face. Sam was very short, very sallow, very thick-lipped, and was arrayed in a variety of cast-off clothing originally intended for the heroic proportions of a coal heaver. Sam was quite hard of hearing, too, and all the withering irony and biting sarcasm of the boss, aroused by Sam's blunders, slid off the blunderer's back. When the boss would pause in unloading his uncomplimentary opinion of Sam, the boy would spoil it all by simply and innocently drawling out: "Yes, sir; what did you say?"

The postoffice was just around the corner, but it took Sam a full half hour to make the trip over and back. It was nothing unusual to see him standing stock still on the sidewalk, gazing at anything on the street which attracted his attention and most everything did. Once he was gone even longer than usual, and when I reconnoitered from the window, I was mildly astonished to see him lying, grinning like a Cheshire cat, atop a plumber's auto truck, which was whizzing down the street at top speed, apparently for Sam's special benefit.

Sam was a question box on feet, and the acquisition of information which didn't concern him, seemed the chief object of his existence. He had a disconcerting habit of planting himself where he could watch every movement of every visitor to the office. One day when

Continued on page 63

If I Were A Printer I Would---*

Bear in Mind the Fact That Printing is an Art, and
That the Aim of Art is the Preservation of Beauty.

By ROBERT O. BALLOU

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IT IS obvious that, in writing to printers about what I would do if I were one of them, I am laying myself open to the grievous charge of generalizing, and to more or less uncomplimentary speculations in the minds of men who have done or have attempted to do the things requisite to a successful printing business, as to just what I, who talk so jauntily about the things I would do, really would do if I were a printer.

If I need justification for the writing of this particular article about the artistry of printing, let me attempt to supply it by saying that I have probably bought more of the printer's product for my personal use than any ten average men, and that time and again I have bought books or magazines for their sheer beauty with little or no regard to their subject matter. On the other hand, I have often turned down salesmen offering me books which I really wanted for their content, simply because they were unlovely.

Artists or Artisans?

Printers have always made much capital of the phrase "the art preservative of all arts." But the mere fact that a man is conducting a printing establishment wherein type, paper and ink are transformed into printed matter, does not make him an artist. In a recent article in BEN FRANKLIN MONTHLY, Frederic W. Goudy, internationally known as a designer of beautiful type-faces, said: "Printing is an art; most printers are artisans and not artists. It is the commercial catering to the unthinking that retards the production of better type-designs. When printers demand fine types they may easily get them but they, in turn, should be competent to give them proper settings."

Mr. Goudy is not a man who speaks unthinkingly of those whose calling has furnished him with his life-work. If I were a printer thinking myself an artist, and I heard Mr. Goudy say that most printers were artisans and not artists, I would take stock then and there of my attitude toward printing and the work which left my shop.

Not only in frankly catering to the demand for the bizzare in subject matter, type-faces and make-ups, does commercialism show itself in printing. Evidence of it is in the carelessness and haste with which our modern books are made, a haste which sometimes ignores even the essential proofreading.

I have been regaling myself during the last few days with H. M. Tomlinson's delightful travel narrative *The Sea and the Jungle*. The book was published by E. P. Dutton of New York in 1920. It is not a cheap book by any means, and yet the delight which the reader finds in the author's work is constantly lessened by the worse than mediocre printing. The ink is a sketchy black, almost becoming grey in spots where the paper, showing through, covers a larger area than the ink in the letter in question. All the way through there are letters and words so definitely out of line that their wandering is quite obvious to the naked eye. Cold metal has left its unmistakable mark around letters which would otherwise be perfect.

There is no doubt that the book is running through a large edition. Tomlinson commands large audiences of people who love literature, and deserves them, but the

printing is a disgrace to the firm which did it. It is quite apparent at all times that the book was made to sell at a price which would bring large profits, and there is a definite feeling of the lack of care which is borne of the love an artist feels toward his work. In the first fifty pages I found, just in reading and with no attempt at proofreading, three very obvious typographical errors. "Let" for "left." "Fool" for "food", and "we" for "me".

Old Volumes Artistic

From this modern example of printing under the advantages of machine composition, a plentiful paper supply and rapid presswork, I turn to some books which were printed in the seventeenth century from hand-made wooden types upon laboriously-made paper of which the supply, due to the difficulties of manufacture, was none too plentiful. Here is the *Vita Francisci Borgiae*, printed in latin in 1603. Beside it lies *The Spiritual Dissertations of St. Ignatious Loiola*, in Italian, printed in Rome in 1691, and *Fifteen Sermons on the Song of Solomon* (all the books of the seventeenth century were religious—the printers of that day could not waste their precious materials on anything of less importance), printed in London in 1612.

All of them suffer slightly from one fault which marked the modern book published by Dutton, that is, types which are out of line. But consider the difference! Here are hand-cut types of wood, locked up in an elementary chase and run on a press which was operated by a hand screw. This is one of the faults which our modern machinery has been designed to correct.

But as to the general artistry of the old and the new, in these cases which I have mentioned, I am sorry to say that there is no question in my mind as to which carries the honors. These books of three centuries ago have on every page the ear-marks of artistic work. The ink is of a beautiful blackness, which will probably never fade. The letters are crude, some of them, but clear-cut and definite with strongly marked serifs and a singular grace of line. The paper is of a firm texture which puts to shame much of the book-paper that we use today, and the make-up shows infinite care on the part of men who loved the books they were making and were intent upon producing works of art.

If I were a printer, I would not feel too sure that my art had improved so in every particular that I could gain nothing from a study of the pioneers in it. I would study the work of these old masters and attempt to take from them the best they had to offer and to combine that with the best which modern invention had given to my calling.

Let me hastily correct an impression I may have made. I do not mean to say that old books were all good and new books are all bad. Indeed, we may look with pride upon much of the work being done today by the best men—the artists—of the printing industry.

A Modern Example of Excellence

An example at hand is a book recently printed by the Franklin Printing Company of Philadelphia for the Macmillan Company—Joseph Pennell's *Pen Drawing and Pen Draughtsmen*. Here is no grey ink that is meant to

* Third of a series of articles being written for BEN FRANKLIN MONTHLY under this heading.

Continued on page 77

The Acid Test in Advertising

Building Up the Small-town Newspaper Proves a Fascinating and Profitable Task. A Story of Interest to the Publisher

By EDGAR WHITE

The Macon (Mo.) Chronicle-Herald

THE man whose business it is to get advertising for newspapers, large or small, knows that he can produce no better argument than results. Many merchants who profess to be great believers in advertising do not put into practice the faith they claim to have. So it becomes necessary to give them the proof. Before starting on our Missouri Centennial Edition, I visited a merchant who carried electric fans. He said, as he only had a small stock on hand, and as the summer was half over, it would be a waste of money to advertise them. A short distance away was another firm that carried a much larger assortment of fans. He let me run an advertisement twice. This was about the extent of the ad: *Why growl at the hot weather? It makes the corn grow, and you can keep cool and do twice as much work if you use one of those quiet running electric fans kept by the Modern Electric Co.—\$10 up. Order today—they may be gone tomorrow.*

Two or three days later our office fan balked, and I went over to the advertiser to borrow a fan while mine was being repaired.

"Glad to lend you one," said the proprietor; "but we're sold out—you're little ad sent 'em here in battalions."

Now that was a simple thing, but one firm closed out its fans at a good price, and had its money to put in something else, while the other dealer still has his fans on hand.

Results Bring Confidence

Don Anderson, the man who gave us the advertisement, said we could refer to him at any time. It was a recent incident, and just what we wanted for the doubtful ones we hoped to get in our anniversary edition.

Two or three times, when some prospective patron acted dubious, I'd step to the phone, and offer to call up Mr. Anderson, but none demanded that proof from me. They may have consulted Anderson personally—I don't know.

The average country merchant is not an advertising expert. There is no reason to expect that he should be one. He has as many different duties to look after as the editor of a small town daily, and all of those duties seem to him more imperative than the preparation of advertising copy. Of course, the larger stores have a system, and can generally be counted on to give the paper a regular patronage. Too many country papers follow a policy of sending some one around town to pick up the regulars, and let the others go by. Many smaller dealers could be induced to go in if they were approached by some one from the office who would discuss advertising with them. The other day one of these said to me:

"Glad to see you back on the job; was thinking you didn't care whether I advertised or not."

Of course, he could have taken his copy down to the office, and they would have been glad to get it, but he thought, as many do, if his patronage was valued it was worth coming after.

By going after the small dealers you get a better advertising representation for your town. It covers a

greater variety of businesses and industries, and makes your paper more interesting to the farmers. For people on the farm—father, mother, boys and girls—read the advertising the same as they do the news.

When you get the little merchant in you inspire him, and before long, like as not, he develops into a big dealer. There was a cobbler in our town who started in with a two or three line invitation to the public to get its shoes fixed at his shop. It brought him some trade, and then he put in a small display, later a larger one. His business grew steadily, and he moved into a larger shop, hired some clerks and put in a large stock of boots and shoes, and now he's one of the big shoe men in town. And it's no trouble at all to get him to advertise now.

Your Paper Helps Town's Growth

Towns grow as the merchants grow, and they grow as business increases. Team-work between merchant and newspaper brings this about. That is why it is the duty of the advertising department of the paper to cultivate all the little fellows and help them to become big fellows.

If you can get a merchant to think right about it the preparation of advertising copy becomes a fascinating job instead of drudgery.

"How shall I word this so as to move that big lot of lawn mowers? Ah! I have it! *Mayor Lacy stated the other day he was going to have photographs taken of some of the prettiest yards in Macon. If you haven't purchased your lawn mover and garden hose, we are prepared to fit you out—then a cut of the mower and the prices—and I'll see the mayor to learn what he's going to do with the pictures—maybe he'll let me have a few copies made to put on small easels in the show window—let's see—one of our new lawn mowers in the center, with gilt stripes, and some plants and ferns around the sides of the window with some green cloth on the bottom, and—by George! The very thing! Got a painting of the old homestead at home—fine old house, with trees and flowers and a nicely trimmed lawn—that will do to hang up as a sort of background in the window. Say—I can see those mowers going out to our fellow citizens right now!*"

You see how an idea grows once you begin to concentrate a little effort on it. A Macon dealer put into use practically the plan as suggested in the above, and his stock of lawn mowers didn't last a week. He told me a farmer drove in from a long ways out in the country to buy a mower as suggested by the advertising, and on the way he passed through two towns where the stores kept but did not advertise the identical style of mowers the Macon man was selling!

People deal at places where the welcoming hand is extended. They are pleased to be greeted at the threshold of the store with a bow and a smile. And they watch for the cordial greeting in the newspaper just the same as they do at the threshold of the store. This trait was born with the race.

Your Customer's Mailing List

And a New Way in Which You Can Help Him Make Up
One That Will Mean Bigger Business For Both of You

By MURRAY E. CRAIN

PERHAPS this is merely a repetition of an old story. If so, the writer hopes to tell it in a new way, at least. He has seen arguments of all kinds on how the printer can create more business, but it has appeared to him that most of these articles were playing around the hem of the big idea, and that no printing expert has yet come out with an unadorned advocacy of the straight and narrow road to the heart of bigger business.

During the past few years direct-by-mail advertising has made steady strides. It is said that this class of sales promotion ranked seventh five years ago, and is now in second place in the amount of money spent on all mediums. This is, of course, deeply gratifying to the friends of the direct-by-mail plan, but to many it seems that this growth has been more because of the virtue of this kind of advertising than through the efforts of Printerdom to sell it to advertisers. At any rate, it is certain that the surface of the direct-by-mail advertising field has hardly been scratched, and that in the coming years, with proper cultivation by the printer, this class of publicity will find more and more devotees.

Two Things Necessary

The printer seeking new business has two definite things to accomplish to get that business: First, he must sell the advertiser on direct mail; secondly, if he is to get away from the price bogey, and into the field of service, he must show the advertiser how to use direct mail efficiently. In the opinion of the writer direct mail is seldom utilized in a way to bring maximum results, and it appears to him that its growth has been, in many instances, at least, in spite of its application, rather than because of it.

Why is direct advertising better than, for example, newspaper advertising? The latter has many points in its favor, and many advertisers, particularly local merchants, still accord it first place in their affections and advertising appropriations.

The newspaper is good, but it is not as effective as direct mail because there is too much waste circulation. If the advertiser is selling men's clothing, a large percentage of his newspaper publicity is lost because it goes to women—maiden ladies, if you please, who have nothing at all to do with the purchase of unmentionables for men. And if the advertiser happens to conduct a women's wear store he may be sure that a large percentage of those who buy the newspaper containing his announcement have nothing closer to women's garments in their mind than the box score of the day's baseball game.

In spite of all of its good points, newspaper advertising means waste. Direct-by-mail advertising eliminates waste, going only to those who are actual prospects for the line advertised.

This is the big point on which printers can sell local merchants. It is the point regarding which there can be no argument.

"The second accomplishment of the printer must be to show the advertiser how to use direct mail efficiently."

Is direct mail now being used efficiently by local advertisers? It is not. In 99 cases out of a hundred it is

no more efficient than newspaper advertising, because it goes to Tom, Dick and Harry, though Tom may be a lawyer, Dick a physician and Harry a bricklayer.

Direct by mail advertising of the kind that can be used effectively by Smith & Jones, men's wear that wears, should go to prospects whose occupations are such that a specific argument may be used as to why they should buy certain garments from Smith & Jones.

Direct Appeal at One Class

Instead of using big spreads in the newspapers announcing that "our new fall lines are ready for your inspection," or even using direct-by-mail to a general list to convey the same information, Smith & Jones would profit infinitely more by making a specific, definite appeal to homogeneous sections of their fellow townsmen.

Smith & Jones might wish to dispose of 1,000 suits of overalls. Newspaper advertising might dispose of the overalls, but the advertisement would appeal to only one of ten readers. The cost would be too great.

But if a direct mail specialist stepped in with a list of bricklayers, hod carriers, locomotive firemen and engineers, and other prosperous working men who use overalls in their daily work, and if this expert could show Smith & Jones a letter inclined to appeal directly to these men, how long would the thousand suits of overalls last? How long does a pair of overalls last a hod carrier? Not very long. And the hod carrier, as a result, is likely to lend an open ear and a receptive mind to any one willing to go to the trouble to talk quality overalls to him and take his money.

Very Few Concerns Now Concentrate

This plan of creating mailing lists of men by occupations has been tried out thoroughly by but one retail house in the country, as far as the writer knows, and that house is not in the printing business. It tests eyes, and provides the proper lenses for those whose orbs need help. This house does a certain amount of general newspaper advertising, but the backbone of its campaign, and the chief reason for its tremendous success has been the mailing lists which help it to send out an argument and an appeal which get results, because it is directed at the prospect's pocketbook.

This optical concern knows that clerks in dry goods and department stores have to match colored goods, and that good eyesight is needed for this delicate task. It knows that bookkeepers who work under artificial lights all day, as most of them do, more frequently need the services of expert opticians than other men; it knows the needs of motorists. This house needed lists of clerks and bookkeepers and motorists in its business, and it got the lists. The proper letters to this list got results.

It takes no magic—only a little common sense—to get lists of any kind. The city directory and the classified telephone directories provide the direct mail expert with a running start in the matter of mailing lists, and these can be widened and extended in numerous other ways. The modern printing house should have one or more men to do nothing but create, check and add to mailing lists. Then when Smith & Jones want to sell evening clothes, or dress gloves or silk hats to society men, their advertis-

Continued on page 68

The Interlocked Cost System

Its Faults and Virtues as Found Upon Its Adaptation to Printing Office Accounting with an Outline for its Successful Operation.

By E. C. FLINN

Chief Accountant, Franklin-Typothetae of Chicago

IT IS not so many years ago that the Standard Cost-Finding System was regarded as a complete unit, independent of any control of the books and merely a method of finding costs. Even in the larger printing plants where it was installed no effort was made to control it or make it a part of the books of account. That it has been successful in finding costs cannot be disputed and many a printer owes his success to it. On the other hand, there did not seem to be any absolute proof that the costs so ascertained were correct other than the fact that by selling above such costs profits were made. This does not prove the costs because profits are variable. Such a method of proof was not enough for the printer who wanted things absolutely reliable, so the method of controlling costs known as the Interlocked Cost System was evolved.

By "interlock" we mean that the cost system is interwoven with the accounts that form the bookkeeping, or accounting system, so that neither is complete without the other. In this manner the cost of printing produced as shown by the cost system is checked against the cost of printing produced as shown by the actual expenses on the books. This check can be made by departments so that at the end of each month the actual amount of variance can be measured in dollars and cents.

We keep books of account to record the progress of our business so that at the end of a period we know the profit or loss made and our net worth. Among the accounts reflecting the above are inventory, cash, accounts receivable, etc. These accounts show balances which we immediately prove by actual count and reconciliation. Knowing the value of such a proof it was decided to put the cost system to the test and make it a part of the books.

It has been the experience of the accounting department of the Franklin-Typothetae of Chicago that printers often request the installation of the interlocked cost system without giving it due consideration and after such installation is in progress it develops that they are not at all prepared to operate it. For this reason the accounting department endeavors to explain just what will be required before installation is started.

I believe the following points must be given consideration:

1. The thorough supervision of an accountant who knows the cost system and understands the "why" of the Interlock.
2. An absolute and complete material control by means of requisitions and perpetual inventories.
3. Sufficient help to operate the system.
4. Good sound judgment in applying the remedy for cost variance as shown by the interlock.
5. An accurate record of employees' time.

Let us consider these points in order.

1. The thorough supervision of an accountant—

Unless the accountant in charge thoroughly understands the interlock the system will either fail, fall short in its results or produce a set of accounts that will be incorrect and unreliable, from which statements will be made that will mislead the management. In one instance,

the accountant in charge of an interlocked cost system failed to check the work in process as shown by the books with the actual work in process inventory using the balance as shown by the books in preparing his financial statements. The actual inventory was about \$6,000 less than the balance on the books and consequently the profits and net worth were overstated.

In another case no entries were made from month to month for cuttings used. The paper direct account was out of balance but no effort was made to find out why. At the end of the year the books were closed without any adjustment and consequently the profits were understated.

From the above it is apparent that misleading results develop from the incorrect handling of the interlock.

2. An absolute material control is the very foundation of the interlock. Stockrooms should be provided so that no one without proper authority can gain access. Stock should be issued only on authorized requisitions and all stock placed in stockrooms should be checked in by the stockman. A perpetual inventory could then be successfully used and a control of all stock would be assured. The same applies to other materials.

3. Sufficient help should be provided to properly operate the system. It often happens that an expenditure of twenty-five dollars in the office will save fifty dollars in the shop. Where the size of the plant permits it is advisable to have a cost clerk in each of the main operating departments. This clerk can take care of the time and production records and see that such records are correct before they reach the office. The accuracy of the entire system rests on correct time tickets.

4. Good judgment must be used in applying the remedy for variances shown by the interlock. In one instance, the variance for one month due to too low costs was spread as overhead in the next month's costs. In my opinion, this is not good accounting. A firm may have six months of variance due to too low costs and then have six months on the other side offsetting the first six months. Then again a large variance in some departments will offset large variances in other departments with a net variance of a small amount which is ignored as being too small. Such conditions should be analyzed to see what causes them. This is what the interlock is for and if the differences are written off or adjusted without any investigation the value of the interlock is lost.

5. The daily time tickets of employees should be checked against the "In and Out" record of the time clocks, thus securing proof for payroll purposes.

If the above points are given due consideration and provided for the interlock is, without question, the best there is in good accounting. It tells its own story from a dollars and cents standpoint as to where the cost system is not running properly. It provides for monthly profit and loss statements that reflect true conditions. It provides a control of all departments, materials and work in process inventories. It reflects promptly the results of low production. It is a guarantee against incorrect costs.

If the interlock is not properly handled a set of misleading accounts is about the only outcome.

Programs Announced for Meetings of U. T. A. and Branches in Toronto, October 17 to 22

THE schedule of the various meetings to be held during the U. T. A. convention in Toronto the week of October 17, is as follows:

MONDAY, OCTOBER 17

- 2:30 p. m.—Meeting of the executive committee, U. T. A., yellow room.
- 2:30 p. m.—Meeting of board of governors, Employing Printers' Association, Room G.
- 2:30 p. m.—Opening session of conference of U. T. A. secretaries, local and district, banquet room.
- 6:30 p. m.—Complimentary dinner to U. T. A. secretaries.
- 7:30 p. m.—Demonstration of Local Typothetae Bureau Services, blue room.
- 7:30 p. m.—Meetings of district delegates to nominate district executive committeemen (each delegation to arrange for its own place of meetings).

TUESDAY, OCTOBER 18

- 9:30 a. m.—First open session U. T. A. convention, new ball room, 17th floor.
- 2:30 p. m.—Meeting of Tariff Printers' Society, Room G.
- 2:30 p. m.—Meeting Open Shop Division, U. T. A., Pompeian room.
- 2:30 p. m.—Meeting Closed Shop Division, U. T. A., yellow room.
- 2:30 p. m.—Conference of U. T. A. secretaries, local and district, banquet room.
- 7:30 p. m.—Educational round table, auspices committee on education, Pompeian room.
- 7:30 p. m.—Meeting of Tariff Printers' Society, Room G.

WEDNESDAY, OCTOBER 19

- 9:30 a. m.—Second open session U. T. A. convention, new ball room, 17th floor.
- 1:00 p. m.—Luncheon meeting, Employing Printers of America, yellow room.
- 2:30 p. m.—Meeting Law Printers' Association, Room G.
- 2:30 p. m.—Meeting Advertising Typographers' Association, Pompeian room.
- 2:30 p. m.—Meeting Printing Trade Secretary-Managers' Association, banquet room.
- 6:30 p. m.—Annual banquet Secretary-Managers' Association, banquet room.
- 7:30 p. m.—Meeting Law Printers' Association, Room G.
- 7:30 p. m.—Meeting Advertising Typographers' Association, yellow room.
- 7:30 p. m.—Educational Round Table, Pompeian room.

THURSDAY, OCTOBER 20

- 9:30 a. m.—Executive session U. T. A. convention, followed immediately by final open session, new ball room, 17th floor.
- 9:30 a. m.—Meeting Secretary-Managers' Association, banquet room.
- 7:30 p. m.—Opening session of International Trade Composition Association, yellow room.
- 7:30 p. m.—Meeting of the new executive committee, banquet room.

FRIDAY, OCTOBER 21

- 9:30 a. m.—Second session of International Trade Composition Association, yellow room.

Program Convention of United Typothetae of America

TUESDAY MORNING, OCTOBER 18
First Open Session, New Ball Room

- 9:30 a. m.—Convention called to order by President William J. Eynon. *Continued on page 71*

Program for the Fourth Annual Conven- tion Direct Mail Advertising Association, Association of House Organ Editors, Better Letters Association

*October 25, 26 and 27, 1921
Springfield, Mass.*

TUESDAY MORNING, OCTOBER 25.

- 9:00 a. m.—Registration.
- 10:00 a. m.—Call to order by Homer J. Buckley, Chairman Program Committee.
- 10:15 a. m.—"Address of Welcome to Springfield."
- 10:30 a. m.—"Response." Keynote speech by Joseph Meadon, President Direct Mail Advertising Association.
- 10:45 a. m.—Appointment of Committees and general announcement by President Meadon.
- 10:50 a. m.—"Direct Mail Advertising."
1—Definition; 2—Its functions; 3—Its relation to other mediums; 4—Personal requirements for preparing efficient direct mail advertising. Ralph Starr Butler, Advertising Manager United States Rubber Company, New York, N. Y.
- 11:30 a. m.—"Creative Selling."
1—Direct Mail Advertising Opportunities; 2—Educating the Retailer; 3—Advertising Courses to Store Clerks. Charles Henry Mackintosh, President Associated Advertising Clubs of the World.

TUESDAY AFTERNOON

- 2:00 p. m.—"Beating Sales in 1921 and How We Used Direct Mail Advertising Effectively." Charles R. Wiers, Vice-President De Long Hook & Eye Co., Philadelphia, Pa.
- 2:40 p. m.—"Where Does Direct Mail Fit In in Department Store Advertising." An interesting story of experiences and results. Charles Koethen, Manager Direct Advertising, J. L. Hudson Company, Detroit.
- 3:20 p. m.—"Getting Dealer Distributors by Direct Mail Advertising." How the USL Battery Company put over a successful campaign in 1921. W. E. Brewster, Advertising Manager, U. S. Light & Heat Corp., Niagara Falls, New York.
- 4:00 p. m.—"I Learned About Women From Her." Mrs. Ida Bailey Allen, Specialist in direct and educational advertising to the housewife. President Mrs. Allen's School of Good Cookery, formerly associate editor *Ladies' Home Journal*, *Delineator* and *Good Housekeeping*.

TUESDAY EVENING

- 8:00 p. m.—Round Table Session—House Organ Editors. Subjects to be discussed:

Choice of name (also new characterization for term "House Organ"); Choice of size; Preparation; Reader interest, 1—Copy; 2—Use of humor; 3—Use of artwork; 4—Use of illustrations; 5—Use of "locals."

Keeping the Firm Sold on the Value of the House Organ. Led by Robert E. Ramsay.

- 8:00 p. m.—Round Table Session—Better Letters Group.
- 8:00 p. m.—Round Table Session—Production Group. Led by Gordon Small, President Mail Advertising Service Association, Cincinnati, Ohio. *Continued on page 44*

Get the Jump on Competition

How One Salesman Uses Follow-Up System to Beat the Other Fellow to Every Job and Give Real Service.

By WILL G. CALDWELL

WALTER BENTON of the Live Oak Press had always secured the business of the Northern Stove Works. It was quite a sizeable account for a medium sized factory and Walter never missed an opportunity to pass along suggestions which the company might be able to use in its sales promotion material. Many other printers were constantly after this business, but Walter seemed to have it "sewed up."

Imagine his surprise when he called for the annual program of the salesmen's convention, and learned that a competitor had gotten the order and that the work was already in progress.

A "Late" Suggestion Is Always Worthless

The program job had always been a nice order. The program was mailed to all the company's customers, showed halftones of each salesman, and many views of the plant and the manufacturing processes. It was a kind of annual year book affair.

Benton had a good suggestion to make to the Northern's Purchasing Agent, but it was too late to offer it. The competitor had secured the order by suggesting that this year's book be die cut in the shape of a new model stove the firm was pushing at the time. The P. A. liked the idea so much that he gave the order without asking for competitive prices, as a reward for the salesman's original suggestion.

After this wallop, Benton made up his mind never to lose an order simply because he got there too late. It reminded him that he had intended to work out several Christmas ideas for a jeweler who always sent out a special gift circular about November. He called the jeweler on the phone and found that the order had gone to an out-of-town concern which specialized on retail advertising.

Once back at the office, Benton started working out a plan to automatically remind him of every seasonable job that he handled. The plan as finally completed was simple enough, but was one that would always remind him to be on the job in ample time for New Years, Washington's Birthday, Easter, July 4th and other seasonable jobs of printing. It would also enable him to call on a customer before the latter's supply of regular stock forms had been exhausted.

"On Time" Is Half the Battle

Half the battle in selling printing is in getting on the job when the customer wants some work done, and in keeping in close touch with old customers. "Development work" one live salesman calls it.

Walter Benton talked with the office manager and had him agree to make out an extra job envelope for each order he turned in. On the back of the job ticket Benton had blanks printed for the following information:

Name of Buyer.

Names of other men who have a "finger in the pie."

Names of competitive printers who submitted propositions.

Approximate length of time the supply ordered would last.

Lists of other printed matter used, and when ordered.

In addition to these facts he left a space for other information about the concern whose order was recorded on the reverse side. This included line of business, who it sold to, problems relating to its sales proposition, suggestions for improvement of present printing, and ideas for other printed matter which the company might entertain.

This envelope gives all the facts needed when he goes after a re-order. He sees at a glance the competition with which he is likely to meet. He can instantly tell whether or not two or three men have to be consulted about letting the job out, and at the same time refresh his memory regarding the problems this particular customer has to solve.

If the envelope records a job of 5,000 letterheads, he is sure to learn how long 5,000 will be likely to last this customer. If he secures the order March 15, and the supply will last for six months the envelope is then filed so that it will be taken from the file September first. This gives him fifteen days leeway to get out the work if he secures the re-order. It prevents many rush jobs, and keeps him on the job just a few days ahead of competitors.

Use a Follow-Up File

One drawer of a standard sized filing cabinet is used for his follow up file. There is a press board partition for every month in the year. At the top of each envelope the date is stamped in large type. The first thing every morning Benton goes to his filing cabinet and takes out the envelopes dated that day. Thus, on the morning of September first he finds the envelope of the customer who bought 5,000 letterheads on March fifteenth, and said they would last six months.

Each envelope is held out of the file until the job is secured or otherwise definitely disposed of. Then it is filed six months ahead, so that it will again automatically come up six months later, or whenever a new job can be reasonably expected.

All year around Benton is constantly adding information to his file. On a hot day in July he reads a little poem in the humorous column of the daily newspaper about the heat. He clips it and files it in an envelope dated January 23. This envelope is a record of an order for a big mailing piece of an electric fan manufacturer. This little poem may come in handy in making up the copy for this folder, and he will have it just a few days before the manufacturer starts to write the copy.

On the coldest day in the year one of the papers prints a picture of the snow drifts in Hillside Park. He clips this photo and places it in an envelope dated August first. This envelope belongs to the job sold a manufacturer of sport clothing last August. More than likely there will be a mad scramble for winter scenes to embellish the catalog and circulars of this manufacturer's line of winter sport clothing. Walter will have at least one good one to offer. And before the winter is over he will have collected half a dozen good winter photos and prints which he can offer to the advertising manager when he is getting up his fall advertising campaign.

That is real service. In more than half the printing jobs turned out by the average shop we hear this com-

ment after the job is finished: "Well, that's a pretty nice job all right, but we sure could have made it a lot better if we had only had a little more time." Usually that time was needed to make a couple of drawings, or hand-letter a cover page, or to secure some good photographs. Walter's plan eliminates all this rush and hurry and leaving out of good material because he has it all collected for almost every job that he handles.

On the regular run of work such as forms, blanks, and rule work the plan pays for itself in the saving of rush orders. Take an item such as time tickets for the average small plant. The foremen all order these from the stock room when they need them. One day some foreman finds that he hasn't another time ticket in his department. He goes to the stock room, and learns that the foreman of another department just took the last pad. The stockkeeper asks the purchasing agent to order another supply of form 1234XZY, which are the time tickets. The purchasing agent is busy and forgets it for a couple of days until the stockkeeper reminds him of it again.

Then he calls in the printer and wants them "yesterday." He is a good customer and the printer agrees to get out a few by noon tomorrow.

To get them out on such short notice some other customer's work must be sidetracked. Walter's plan saves this. It insures his being on the job to get the order before competitors go after it. It prevents rush orders, and makes it possible to offer real "service" instead of promises.

Smithsonian Institute Shows Old Type

OLD methods of making type form an interesting exhibition now being displayed in the division of graphic arts, at the buildings of the Smithsonian Institution at Washington, according to *The Fourth Estate*.

The display includes a complete set of the materials formerly used in the production of type at a time when all of the necessary operations were carried on by hand, the slow and laborious methods pursued contrasting in a most striking manner with the modern foundry, which often covers acres of ground and turns out machine made type by the tons.

In the exhibit are shown bars of steel from which the punches were cut, as well as all the tools used, such as files with microscopic teeth, a set of sixty-three punches and the matrices made from them, and two hand molds.

A history attaches to one of the molds, which was used in 1750 in the type foundry of William Caslon, in London. The other mold was fashioned after the first, which was used as a pattern.

Finished and unfinished type of the early styles are shown, as well as a block of the type as set up, and two unbound books printed from the type. This material was used by Dard Hunter of Chillicothe, Ohio, the first capital of the state. Hunter designed the type, cut the punches, struck the matrices, cast the type, set it and printed the books on a hand press upon paper of his own manufacture.

No. 2 of a Series of Photographs Showing the Executive Offices of Prominent Master Printers Throughout the World



It is at this desk that Charles Francis, of the Charles Francis Press, New York, sits when directing the affairs of that world-famous company. At present Mr. Francis is touring the world in the interests of the printing industry and the U. S. Department of Labor. Mr. Francis is in South Africa this month. His picture appears in the background of the illustration. A. F. Oakes, vice-president and general manager of the company, is seated at the desk and John A. Wilkens, also vice-president, is seated at the left.

"Say What You Please, Pat"

Ben Franklin Ballads

By Barcus
II.

"WHAT COLOR? WHAT COLOR?"

"What color? What color?" the editor cried,
"Shall we give to old Ben to adorn the front side?
Shall we print him in orange or amber or gold—
Shall we give him the right regal purple of old?"

"As a maid loves mosquitoes, a crook loves a cop,
As a fish loves a hook or a bride loves a mop—
So I love that front cover, which year after year
Cries out for new colors in which to appear.

"O, Philip! O, Carrie! O, Pat! And O, Zoe!
Come tell me about all the colors you know!
Come pick me a pair that will speak of the Fall,
And herald BEN FRANKLIN to one and to all!"

Then Zoe, with a toss of her auburn hair, said:

"The leaves and my hair have a slight touch of red—"

Said Pat, "Leaves are yellow!" Said Zoe, "They are not!
They are red as the clay of my Persian tea-pot!"

So the editor, knowing that Fall leaves are brown,

And fearing a fight which would quite wreck the town,

Said, "Quiet, my children! We will use them together;

Now orange will brighten the dull Autumn weather!"

Then slightly he chuckled. He sent them outdoors—

Then searched through the cupboard, the shelves—on the floors,

'Till he found some brown ink which just suited his taste,

And carried it out to the printer, in haste.

So now he is happy and Patrick and Zoe
Are happy as he is, because they all know
That they made the cover the color of leaves—

While the editor sits back and grins up his sleeves.

Consider the Apprentice

He enters your shop with clean and fine ideas of the greatness of your industry—he is, potentially, a master craftsman. Don't allow yours to be the butt for shop abuse. Encourage the glimmering spark of his love for the craft. Help your apprentice of today become your skilled workman of tomorrow.

Overheard in a Drug Store

She (as she broke her straw): "Oh, dear! My sucker is broke!"

He (indignantly): "Well, you don't need to tell everybody."

We suspect the above joke came in with the first soda fountain.

Tonic for Pessimists

June sales of the National Cash Register Co. were greater than in any other month in their history.

Sales for 1920 of the Palmolive Soap Co. totaled \$17,000,000. They set a 1921 quota of \$25,000,000. In the first six months of this year—months that lots of people considered "hard"—they sold half of that tremendous quota.

F. W. Woolworth & Co. bought 450 adding machines in July—that's a pretty sure sign that they consider business conditions to be all right.

The New York Central Lines state that 20,000 additional men have been added to their payroll since June 1.

We Hope It's a Hot Day When You Read This

"Owing to the shortage of water, ten gallons of beer were used to quench a fire in a Buckingham (England) inn.

It Was a Perfect Two Weeks

Friend Editor:

No doubt you will be relieved to learn from this letter that this department has safely returned from its expedition into the Northern Wisconsin and Michigan wilds. Yes—we are back—with a coat of dirty tan, a remarkably dirty car, and a dirty lot of clothes. Our khaki breeches stand alone in a corner, but we admire them. They have been bathed in streams (we were inside of them each time), rubbed with fish, anointed with sundry auto oils and greases and caked with mud. All of these plus their thrice a day service as napkins and numerous coats of dust, have produced a pair of breeches immune to further effects of moisture, oil or dirt.

We have slept on a fox ranch, on a narrow plot of sod off the highway, on the shores of secluded, spruce-hidden lakes, beside murmuring trout streams, and in a deserted lumber camp where the timber crept close to the rocky shore of Lake Superior. We have slept through balmy nights, both with and without mosquitoes; through rainy nights, when our guaranteed waterproof tent proved a snare and a delusion; and on cold nights, when the extra cover proved itself *not* excess baggage. It would be difficult to convey to you the glory of slumber in those north woods, and the startling feeling of instant awakening and absolute freshness in the bright of the morning.

We hobnobbed with lumberjacks, woodchucks, storekeepers, road gangs, porcupines, bear hunters, bear, Finnish farmers, deer, fishermen, fish, tourists, mink, miscellaneous humans, and birds from the liquid-throated wild canary to the great blue heron. We met a buck skunk, deceased, but still fragrant; had a trio of loons give us their wierd laughs on scattering Rice lake; allowed a bee to back up on us, and on one wild ride in darkness back to camp on a road through mighty timber, nearly wrecked a huge white bull which had run away from his home and was mooching along the roadway. No doubt in an effort to reach a community where his talents would be more appreciated.

Except for two scant meals (shortage of provisions due to being held in camp by

rain for two days) we ate top high chow. Our wife insists that we would scorn the same diet at home, but up there we ate it as it came, and it tasted like fresh acorns to a fish-fed squirrel.

At a little lumber company storehouse on a wild lake snuggled in the fragrant forest, we met a man who was satisfied with his job. He had comfortable quarters, plenty of food and fifty dollars a month. Sounds foolish? But in the evening, as we sat on the doorstep of the crude, log building that housed him and his store, we pondered on that point.

The day had been glorious. We had worked and frolicked in the glory of late summer. We had walked down an old logging road that followed a ravine through the tall timber. The hasty cuttings of the biggest trees, eleven years before, were concealed by shrubs and bushes that flaunted their joy in foliage of many greens and berries of red and purple. Spruce, pine, hemlock, cedar and tall maples reared themselves to make endless cloistered aisles. Sunlight flooded the clearings and swept the grass covered road along which we wandered. We had rowed around the lake, visited a huge beaver house, fished without expectation or purpose, and bathed before evening mess call. We had eaten with relish of appetizing grub, cooked over a wood fire and served from tinware. Now supper chores were over and we rested on the lumber storekeeper's door step—rested. Pipes were lighted and smoked in soothing content—a moon of silver glory came over the fringe of tall forest and drew its silver flickering ribbon across the lake. Breezes sighed their way through the woods behind the shack. A few calls of night birds. Eyelids became heavy. Pipes were knocked free of their ashes. We bade our friend good night and learned anew the rest of our sleeping bags—understanding why our host was content with his job.

We enjoyed the freedom of soft-uppered shoes. We forgot there was a top button on our khaki shirt. We were in bareheaded comfort throughout the trip. Our wife gloried in the freedom of breeches. We learned there was sound, sweet slumber without Ostermoors and Kant-Sag springs, and rest without easy chairs. We learned that dust and heat were not so unpleasant in the healthy life of the woods and that rain—soaking rain—was a thing to be accepted philosophically and without any great discomfort.

To us came, also, the pleasure of "Max's" faithful performance. He hummed his way over roads, good and bad, to the extent of thirteen hundred miles without complaint, and we had purchased the car against the advice of several sincere souls.

And now, old friend, we are back. We spent today dressed up in store clothes—in our own and other folks' offices. We bathed in porcelain this morning. We ate dinner tonight with snowy linen, glistening china, sparkling glassware and shining silver. We write under the soft glow of our pet reading lamp, ensconced in our pet easy chair. We are children of the near wild no more; but we long for the fleet holiday again, and light a fresh pipe, in the smoke of which we shall see it over again.

Sincerely,

Pat Kay

For The Modern Service Printer

A Department Devoted to the Interests of the Progressive Printer Who Is Interested in So-Called "Service Printing."

By PAT KAY

ALLOW us to pull out of an old file that aged and venerable tale of the nickel nursing peddler who, as might be expected, owned a wagon of uncertain construction and an equine of vague vintage. One day, so the tale runs, he spilled some sawdust in the feed bin, full of oats. Not relishing the task of separating the sawdust from the oats, he stirred up the contents of the bin and let it go at that. When the horse showed no ill effects after two meals of his slightly adulterated oat ration, our tight friend (as tight as a button hole in a new stiff collar) was elated at having fooled his noble steed and conceived the idea of more sawdust and less oats. He planned eventually to eliminate the oats. The tale ends with the death of the unfortunate beast and the amazed grief of the super thrifty peddler.

to quote and we submitted a reasonable figure. At that time we were wallowing in a heavy sea of orders, taking only those we fancied. When we failed to get the re-order for the "Invitations" we promptly forgot it and turned our much sought time over to the impassioned call of other folks who were seeking printing.

Business became so plentiful with our customer that he dropped the "Invitations," believing (and he was momentarily right) that his product would sell without them. Besides, he had hired a new advertising man and who ever heard of a new advertising manager who failed to throw out everything used before his time?

Not long ago the advertising man had the well known can attached to him and in a frantic desire to develop business, our customer dug up the bits of advertising matter that had proved successful in the past. So, one

ORIGINAL PRINTING (We Did It)

Stock—

60-lb. extra quality snowy-white off-set book, giving effect of kid finish wedding.

Envelopes—

60-lb. stock, as above. Deep pointed flap.

Typography—

Invitation set in a dainty script with small Copperplate Gothic imprint of dealer's name.

Inside double page spread was a skilled job of hand composition.

Halftones—

Specially etched for use on off-set book. Made from contrasting wash drawing.

FIRST REORDER (A Chicago Printer)

Stock—

60-lb. No. 2 off-set; not a true white.

Envelopes—

A greyish white so-called "ledger," ordinary 6¾ pointed flap.

Typography—

Invitation set in a good script, but not well leaded as it should have been. Imprints too large.

Inside double spread a neat, but ordinary job of hand composition.

Halftones—

Halftones of equally fine screen, but not properly etched for use on off-set book—were "filled up."

SECOND REORDER (A Michigan Printer)

Stock—

50-lb. M. F. book; nearly white.

Envelopes—

Typical low-down 6¾ wood and rag envelopes.

Typography—

Invitation set in an old script, showing signs of wear. Imprints too large. Inside double spread obviously machine set.

Halftones—

Coarse screen to work on M. F. book.

Allow us to draw a clumsy parallel in the buying of printing on a strictly price basis, and to illustrate it.

Back in 1918 (them were the days!) we had a customer who manufactured an excellent fixture for a retail store. Most of this firm's sales were on the deferred payment plan. To encourage prompt payment of the installments and as a matter of good business it was desirable to keep the retailer "sold" after the fixture was in his store.

After considerable discussion and a little investigation among typical retailers (on our own initiative) we went to our customer with our suggestion. It involved an "Invitation"—a four-page folder. On page one appeared the text inviting the recipient to call at the retailer's store and see the new fixture. This was printed in a dainty script with the dealer's imprint at the top in neat little Copperplate Gothic type—just the style that would appeal to women. The inner two pages illustrated and described the device. We used a good grade of snow-white offset book and had envelopes made to match. The effect was that of a kid finish wedding stock, and with the treatment described, made an extremely effective bit of direct advertising.

Our customer yielded a good sized order. The dealers liked the "Invitation," and the offer of a supply of them with every fixture helped sales and was notably instrumental in keeping the retailers sold.

When the subject of reorders came up we were asked

fine day, we were startled by an inquiry for a price on a goodly run of the "Invitations."

Having lost the previous order and being desirous of business (printers are a bit hungry for orders lately) we quoted a decidedly fair price. The order went aglimmering and we cursed the cut-throat.

A fortnight ago we saw one of the "Invitations." We've been ill ever since. The above chart shows the rapid deterioration in quality.

You can readily visualize the difference between the original issue and this second reorder. The final job is vile. The salesmen have expressed themselves to that effect. We feel certain they are not doing the work for the retailers that the original issue did.

In a few weeks we expect our customer to call us in and tell us that our "Invitation" idea has "petered out." Because he is an easily irritated old gentleman who yields to the other person's idea only when tactfully approached we shall feel obliged to forego the exquisite pleasure of telling him that he finally got too much sawdust in the oats. We'll content ourselves by selling him some new feed for his horse.

The foregoing is typical of the sad results of malicious price buying. The quality of the buyer's printed matter is hammered down degree by degree until in time the character of all of it has deteriorated to a state where it conveys an equally low impression of the quality of the merchandise it attempts to sell.

Chicago Printers Plan Permanent Organization

CHICAGO printers will have a permanent golf association. This decision was reached following the second annual Chicago golf tournament of the printing trades held Wednesday, September 14, at the Olympia Fields Country Club. The organization will probably be named the "Printing Trades Golf Association" and will hold three tournaments each year. Membership will be open to all in the Graphic Arts, including the supply trades. It is hoped to make the association self-supporting.

However, the nucleus for a permanent organization was not the only outcome of the Olympia Fields match. Over one hundred and twenty persons started play in what proved to be one of the best tournaments held by printers anywhere.

Prizes were numerous and interest was intense throughout the day. Announcement of the winners and the prizes won was made at the banquet served in the club house in the evening. H. E. Roelke, of the Blakely Printing Company, won the right to have his name engraved on the Chicago Paper Merchant's Trophy, since his score of 135 was the lowest gross for 27 holes. The paper men's cup must be won three times before permanent possession can be taken of it. For that reason the winner each year is awarded a smaller loving cup. This went to Mr. Roelke, of course. The President's Trophy, a cup given by President E. F. Hamm, of the Chicago Franklin-Typothetae, was awarded to J. C. Reynolds, of the West Virginia Pulp and Paper Company, who turned in 124 as the lowest net score for 27 holes. J. F. Butler, of the J. W. Butler Paper Company, and D. F. Lindley, of Magill-Weinsheimer Company, tied for the Vice-President's Trophy, put up by T. E. Donnelley, vice-president of the Franklin-Typothetae. A later match between the two men caused the silver pitcher to go to Mr. Lindley.

H. J. Rose, of Moreau and Rose, won the Composing Room Trophy, a cup. Mr. Rose turned in a score of 86 for the low gross 18 holes. The Press Room Trophy for low gross 9 holes went to R. C. Wilson, of the American Type Founders Company. The award for the least number of putts went to W. P. Hicks, of the J. W. Butler Paper Company. Mr. Hicks had 39 to his credit.

The Officers' Foursome, made up of E. F. Hamm, T. E. Donnelley, Ben C. Pittsford and Walter K. Tews, was won by Mr. Donnelley, whose net score for 18 holes was 79.

Flight winners were as follows:

1. A. C. McFarland, University of Chicago Press 87
2. L. D. Glanz, Hatterman & Glanz State Bank... 88
3. H. A. Clements, R. R. Donnelley & Sons Company 90
4. Walter Klein, Fred J. Klein Company..... 98
5. R. K. Hoover, Chas. N. Stevens Company...100
6. Douglas Wray, Douglas Wray Paper Company107
7. E. A. Julius, J. W. Butler Paper Company...106
8. W. S. Ruxton, Philip Ruxton Company.....127

Prizes for these events included a thermos bottle and case, candle sticks, a flask, tray, watch, silver bowl and silver dish.

Credit for the success of the tournament lies with the committee in charge, which was made up as follows: E. W. Kirchner, Kirchner Printing House; A. C. Hammond, Dexter Folder Co.; W. R. Thomas, J. Thomas & Co.; M. E. Franklin, W. F. Hall Printing Co.; Harry Birt, Printing; Ben C. Pittsford, Ben C. Pittsford Co.; H. E. Roelke, Blakely Printing Co.; P. A. Howard, BEN FRANKLIN MONTHLY, and W. K. Tews, Franklin-Typothetae of Chicago.

Sherman and Ballou Leave U. T. A.

THE United Typothetae of America has announced the resignation, effective November 1, of Frank M. Sherman, director of the department of specialized branches, and Robert O. Ballou, editor of the *Typothetae Bulletin*. Neither of them has definitely announced his plans for the future.

This makes three losses which the U. T. A. has suffered within two months. On September 1 Dr. F. E. Wolfe resigned his position as a member of the staff of the department of industrial relations to accept a position with the Nebraska State University.

It is to be regretted that the national work of the U. T. A. must suffer the loss of these three men. Mr. Sherman is so well known, especially among trade composers, that comment is unnecessary. Mr. Ballou is not so well known, but his resignation is nevertheless a distinct loss to the national organization. During the year in which he has edited the *Typothetae Bulletin*, that publication has risen from a mediocre trade organization bulletin to a place where it has been a valuable service feature to the members of the organization which it represents.

We understand unofficially that the *Bulletin* will again be edited as a part of the duties of a member of the headquarters staff, as it was before the policy was adopted of retaining the special services of one man for the sole purpose of carrying on the national publication.

Try This on Your Department Store

LIVE department stores are using the wrapping paper they use to carry advertising to the children in the homes, probably on the theory that every package brought into the house arouses the interest of the children there. Storks, animals and a rhyme are printed on the paper.

Remember When You First?



"Blimey—it lifts!"

—St. Bride Cake, London

Chicago Printer-Golfers at Olympia Fields, September 14



We Want More House Organs!!

You Printers Who Do Not Have *Ben Franklin Monthly* on Your Mailing List to Receive Your House Organ and Other Direct-Mail Advertising---Wake Up! This Publication is Interested in What You Are Doing and is Anxious to Tell Others What You Are Doing. Let Us Blow Your Horn For You.

Borders

TOO little attention and thought is generally devoted to the border used to frame a page of typography.

It is an easy matter for the average compositor to pick up the first border that comes to hand and, heedlessly, slap it around a page of type matter, without pausing to consider the effect the border may have upon the text which it frames.

Borders express individuality and can be made an invaluable asset to the appearance of a page or message. They should be in keeping with their subjects. If an article deals with a subject pertaining to Ancient Greece, Ionic designing may be employed in the border design in increasing the effectiveness of the message. Bamboo proves effective as a border for framing Japanese and Chinese subjects. The point is—to attain harmony—to succeed in catching the reader's eye, and, by so doing, in the same instant, have the border prove of such relation to the subject as to immediately secure in the prospect a receptive state of mind.

Department stores often use lacy designs as borders for lingerie advertisements. Florists utilize floral designs for the same purpose.

When the conventional is broken away from in border designing, care should be exercised that the border is not worked up in such detail as to detract by its artistickness or uniqueness from the message which it frames.

The border idea can be made an invaluable asset or a handicap, depending entirely upon the judgment and care exercised by the artist, copy-writer or compositor. It can be made a trade-mark—a means of identification—the one important factor in making people stop and look—and thus begetting their attention to the message within.

The border of an advertisement plays a tremendously important part in framing messages and advertisements, especially those run in connection with extensive advertising campaigns.

—D. and W. Chats, Cincinnati.

Protect Your Halftones

WE ARE truly appalled at the careless treatment so many printers accord their engravings, for which they paid good money.

We sometimes think that there should be a society for the prevention of cruelty to halftones. It is an easy matter for one little speck of grit to make a scratch that your eye cannot see—yet when a proof is made from the engraving, that scratch shows as an unsightly white line or mark.

Fold a piece of soft blotter over the edges of your engraving and tie it with soft twine or tape. Never use rubber bands, as they contain a chemical which will ruin your engravings. Never pile one halftone on another without blotter or soft pasteboard between them.

Engravings and electrotypes should be stored in a dry place, away from steam pipes. The engraver uses great care in his selection of blocking wood, but the best of wood is not proof against careless handling.

—The Service Mark, Akron Engraving Co.

"Number, Please!"

THE other day we received a letter from a firm right here in town offering—let us say—some very interesting values in Swiss cheese. We select this particular commodity for our purpose because, as a matter of fact, the actual merchandise involved was something quite different; and we desire to spare the blushes of a valued business friend!

Being, as we have indicated, intensely intrigued by this communication concerning Swiss cheese, of which we are extremely fond, we immediately reached for the telephone with the idea of calling up the author of the letter in order that we might obtain certain supplementary information concerning form and size of the holes, thickness of the rind, gravity test of the odor, et cetera.

Whereupon we encountered an obstacle! A minor one, to be sure; yet an obstacle which caused us to waste a few moments of our extremely valuable—to us—time; and which, of course, was causing a similar waste of time in many other offices in this city, where other would-be purchasers of cheese were reaching for their telephones with intent identical with ours.

For no phone number was given either on the letter-head or on the little descriptive folder which accompanied it; so that we were compelled to refer to our telephone directory, which, as usual, had been removed from its accustomed place and must needs be found, in an out-of-the-way corner, before the call could be made.

And then the thought came to us that the telephone number is just as essential a part of the modern letter-head or merchandise envelope inscription or direct mail piece—where circulation is local—as is the street address. Its use involves no extra trouble or expense; and may very well save many hours of time for others, in the aggregate.

—Proofs, Neely Ptg. Co., Chicago.

The Proper Care of Drawings

DO YOU know that flies eat paint? Strange as it may seem, it is really true. The black paint used by photo-retouchers to give a glossy appearance to your retouched photograph has an ingredient which attracts flies—and sad experience has taught us indeed that one fly can do more damage in five minutes than one artist can repair in five hours.

Play safe and keep your drawings covered. Thus you will fool the flies—keep out dust and save money—and the drawings will be in proper condition for further engravings when you need them.

Another tip—never roll a drawing. Always keep it flat and ship it well packed against cracking or creasing. You will save much trouble that way, as well as unnecessary expense.

—The Service Mark, Akron Engraving Co.

Features Planned for November

BEN FRANKLIN MONTHLY

ANOTHER of Robert E. Ramsay's articles on salesmanship will be carried in the November BEN FRANKLIN MONTHLY as well as an article for railroad printers by another nationally recognized printing expert. The November issue will be the best yet.

INTERTYPE

"THE BETTER MACHINE"

Standardization

PUBLISHERS and Printers are one in acclaiming the economy of Standardization of equipment.

Intertype Standardization

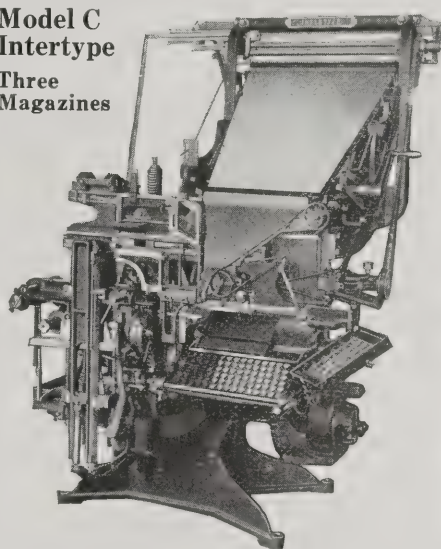
has proved under severe tests that busy composing rooms operate at minimum cost with maximum production.

Intertypes in any model represent the highest development in line-casting equipment—embodying Simplicity, Accessibility and Dependability.

Standardize— Simplify—

Safeguard your Investment

**Model C
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Three
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to you ---**

*One Intertype
sold readily,
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WRITE FOR LITERATURE

INTERTYPE CORPORATION

BUILDERS OF "THE BETTER MACHINE"

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Bldg., Chicago, Ill.

Southern Branch
160-162 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Canadian, Representatives: TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Montreal, Winnipeg, and Regina

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO
Printers, Trade Compositors, located in the United
States and Canada

Editor	-	-	-	-	-	-	-	P. A. Howard
Managing Editor	-	-	-	-	-	-	-	C. J. Nuttall
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New York Manager	-	-	-	-	-	-	-	H. Lee Treadwell
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CHICAGO		SEATTLE		NEW YORK		
440 S. Dearborn Street		L. C. Smith Bldg.		27 Warren Street		
Telephone Harrison 6113		Phone Main 6865		Telephone Barclay 1295		

Advertising rates on application. Forms close 25th of each month.
Subscription rate \$2.00. Single copies 20 cents

No Accidents—No Fires

NO ACCIDENT—NO FIRE WEEK will be observed in Chicago from October 8 to 14, under the direction of the Chicago Safety Council of the Association of Commerce. During the year just past a total of 1,982 persons were killed in accidents in Cook county, and 49,550 persons were injured, an average of 38 persons killed and 953 injured each week. The fire loss during the same period amounted to \$11,800,000. A careful estimate of the economic waste from fires and accidents put the total at \$25,000,000.

Here is a movement which might well be supported in every industry and in every part of the country. The week itself has little significance, but it is a human trait that a "campaign" or "movement" concentrating on a definite period of time will accomplish more than months of preaching. Mental habits may be formed even in the short space of a week which will last throughout a lifetime. The printing industry should observe "No Accident—No Fire Week."

History, the Great Teacher

THE greatest lesson we learn from history," says George Bernard Shaw, in his preface to *Heartbreak House*, "is that history repeats itself." It is peculiarly significant to the printing industry at this time when it is attempting to solve its own labor problem satisfactorily, that there is made available by the Macmillan Company a comprehensive work on labor under the title *History of Labour in the United States*.

The book is a compilation resulting from the research of John R. Commons, of the University of Wisconsin, and others, and furnishes a complete and authentic history of labor in this country based on original sources. The general plan of the work includes a description of economic, political and social conditions and makes a moving picture of economic and idealistic forces working toward an explanation of the existing situation in the wage earning classes.

Shaw's statement with which this is opened is only a variation of the old saw "Experience is the best teacher." Coupled with the truism that history does repeat itself, history becomes vicarious experience. By learning most of our lessons from the lives of others, we spare ourselves many of the hazardous experiences which those who went before us were compelled to meet.

The printer, the iron molder, the steel worker, the garment maker—all are made from the same stuff. Only through an understanding of labor movements as a whole, without regard to occupation, will the printing industry come to an adequate solution of its labor problem.

Unemployment and Strikes

BY assembling in Washington a conference on unemployment Uncle Sam has gone on record for the entire country that we want a working, not an idle population. The solid citizen of any country, the man who is an asset and not a liability, is the man with a productive job.

During the last few months the thinking men all over the world have looked forward to the coming winter which must be faced by hundreds of thousands of jobless men, with grave concern. Chicago's chief of police has begun a fall house-cleaning in his department, in preparation for what he has characterized as "doubtless the worst winter in Chicago's crime history." The cause is largely in unemployment.

And yet the printing industry is witnessing thousands of men unemployed of their own volition, participants in a strike which was ill-timed, regardless of its merit or lack of merit, a strike which has accomplished little save hardship for the workers and their families, and embarrassment to the employers. As this is being written there are, in some parts of Chicago, children hungry for milk because janitors are on strike and union milkmen will not deliver milk to the struck buildings. There is a renewed threat in the air of a railroad strike, which, if efficiently carried out, could undo in a week all the good that the Washington conference could accomplish with all of its deliberations.

We are not out of sympathy with the workingman who always has and always will adopt much the same methods as the employer to increase his comfort and pleasure in living, even though his methods are sometimes somewhat more rough and ready than those of his employer, but we do deplore the fact that the great army of the unemployed should contain a single man who needs employment and yet is unemployed through his own choice.

The eyes of the country will be watching closely the conference at Washington. It is safe to say that as many plans or modifications of plans will be presented as there are men present. Will it occur to anyone of them that the greatest need of the labor situation is for an intelligent effort in which employer and employe will work together for the elimination of strikes? Or will it end with something as salient and useful as the solution for all ills once presented by a satirist—"The greatest need of this country is a good five-cent cigar?"

What Happened to the "T"

THIS is an apology, but not so much of an apology at that. The managing editor was peeved last month when he returned from—(that's not part of the story) and found a feature story in the September BEN FRANKLIN MONTHLY brazenly flaunting itself before the public gaze without its initial letter on. "As immodest as a girl with her ears visible!" he raged.

Well—can you remember back to the day when you were married, or if you are looking forward to it now, how much good are you on the job? That's where he was, brothers, and that initial "T" simply got itself lost in a haze of glory, in a land where editorial difficulties bothered him not at all. He was thinking of too many other things.

Now, after a month of it, he's an old married man, and the October sheet ought to be all dressed up in its conventional and proper fashion.

P. S. and parenthetical. (The managing editor isn't writing this, and the writer will have to sneak it under his nose—but, well, you see, we did it!)

Standardization Committee at Work

A PRELIMINARY conference looking toward the standardization of paper has been held at the Bureau of Standards, Department of Commerce of the United States. The conference was held August 30th to form a tentative program and to discuss various aspects of the situation with representatives of the printing and paper industries.

Essentially, the program consists of seven parts, as follows:

1. Classification.
2. Definition and nomenclature.
3. Simplification of sizes and qualities.
4. Specifications.
5. Testing and sampling.
6. Tolerances.
7. Procedure for revision.

It was found inadvisable to attempt to make any definite recommendations at this conference and it was decided to have a committee appointed to take up each of the phases of standardization.

Need of standardization has been felt for some time in the industry. In order to meet this need, the United Typothetae of America has for several years appointed a standing committee on standardization, whose object is to reduce not only paper sizes and grades, but the number of sizes of machinery which tend to overequipment.

This committee, and a committee to be appointed by the American Paper and Pulp Association, have been asked to co-operate with the Bureau of Standards in its efforts.

As illustrative of the need of standardization, John H. Williams, who investigated the printing industry for the Committee on the Elimination of Waste in Industry appointed by Herbert Hoover, says in his report: "There are approximately 6,000 brands of paper, 50 per cent of which are more or less active. Every considerable paper merchant, a few printers, and even some large consumers have their own brands or water marks. One mill company has over 15,000 dandy rolls. There is also an enormous amount of paper made to sample, without any real ability on the part of the buyer to judge of the value or fitness of the paper until it is too late. Several government departments have each their own specifications without relation to each other or to any standard brand.

"There is not as yet sufficient standardization of the main components from which paper is made to permit of exact standards. Wood and rag fibre, the principal components of paper, vary so much that a merely quantitative standardization would not be effective. The same thing is true to a lesser degree of clay, albumen and other chemicals definitely affecting the printing and wearing qualities of paper."

Advertising and Costs

THE clothing business has again furnished the printer with news as to the value of his own product. In a recent survey of the cost of advertising in the garment industry, Professor Horace Secrist, director of the bureau of business research of Northwestern University, discovered that advertising takes only \$2.07 from \$100 spent by the ultimate consumer. His survey covered a period of three years and the results should be fairly accurate.

Here, as Professor Secrist points out, is a sufficient answer to those who make the assertion that half of the cost of producing and selling is advertising, and that with a decrease in volume of advertising would come a corresponding decrease in the cost of living. We believe that the professor might have gone further in his investigation and discovered that advertising actually decreases costs.

It is patent that intelligent advertising means increased demand and that increased demand means increased production. As to what that does to costs, look at the Ford and the postage stamp.

The man who puts a label on his product and advertises the label has announced to the world that he is not ashamed of his product. Watch the people buying soda biscuit in a grocery and see how many of them ask, not for crackers, but for Uneeda Biscuit. Also bear in mind the fact that a little dog, listening intently to "his master's voice" has automatically named all machines, which reproduce the voice by means of disk record victrolas, in common parlance.

Advertising campaigns, based chiefly in each case upon a label, have accomplished this. Is it inconceivable that the use of the label of the printing industry—the emblem of the United Typothetae of America, would eventually result in requests for "Typothetae Printing" instead of just for "printing?"

We Correct an Error

THE September BEN FRANKLIN MONTHLY contained a table, sent out by the United Typothetae of America, showing comparative costs of the various items entering into the cost of printing since 1913. The table showed the increase in the cost of printing by operation and year and for paper by class and year. The last year shown was 1920 and since extensive changes in the paper market have occurred since then, paper merchants rightfully took exception to the table. The Research Department of the U. T. A. has therefore prepared a new table taking in the first seven months of 1921. This corrects the erroneous impression conveyed by the table published last month. The corrected table follows:

	1913	1914	1915	1916	1917	1918	1919	1920	1921
Hand Comp..	27.54	29.16	30.41	29.52	33.02	41.86	44.56	57.60	58.68
Mach. Comp..	6.60	6.90	7.18	7.11	7.05	8.08	9.24	11.42	10.20
Mono. Key...	1.57	1.75	1.86	2.22	2.38	2.58	3.31	4.23	3.56
Mono. Cast...	2.01	2.11	2.17	2.18	2.48	2.61	2.72	3.33	2.77
Platen	9.62	10.47	10.80	11.84	12.09	14.17	16.24	20.00	19.00
Cylinders	30.88	34.89	36.88	41.31	41.13	49.33	59.52	69.24	64.47
Cutting	4.08	4.32	4.56	4.22	4.64	5.24	6.31	8.16	8.05
Folding	3.22	3.25	3.88	4.14	4.17	5.44	5.49	6.86	6.11
Men's Hand...	3.20	3.20	3.45	3.20	3.41	4.17	4.42	5.37	6.20
Girls' Hand...	2.69	2.78	2.84	2.99	3.34	3.77	4.52	5.41	5.24
Girls' Hand...	8.59	9.18	10.12	10.10	11.15	13.89	16.55	20.91	20.39
Labor Index...	100.00	108.01	114.15	118.83	124.86	151.14	172.88	212.53	204.67
Paper	100.00	103.00	104.80	140.20	165.00	195.40	215.50	334.20	199.00
Ink	100.00	100.00	100.00	126.32	130.53	150.53	151.58	157.90	147.37

Printers Appraisal Agency

ESTABLISHED 1905

Printing Plants
Incorporated *Exclusively*

536-38 So. Dearborn St. Chicago

A Record of Twelve Consecutive Years
in One Chicago Plant

Endorsed by the Franklin-Typothetae of Chicago

HAMMERMILL
BOND
"The Utility Business Paper"

SEND for a
set of port-
folios that will
help you sell
more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

The Superior Typesetting Company

*specializes in
Monotype
& Linotype*

*composition
and makeup
for the trade*

*with service
that cannot
be excelled*

*Try it and be
convinced*

Composed in Monotype Caslon
No. 337 and Border No. 26a by
Superior Typesetting Company
732 Federal St. Harrison 2755

Program D. M. A. A. Convention

Continued from page 33

WEDNESDAY MORNING

- 9:45 a. m.—“Editing the Successful Sales House Organ.” 1—What are its problems; 2—How can they be met. Clara Woolworth, Editor *Edison Sales Builder*, Edison Lamp Works, Harrison, New Jersey.
- 10:20 a. m.—“The Newspaper vs. the Magazine Type of Employes’ Publication.” C. F. Olin, Advertising Manager New Departure Mfg. Co., Bristol, Conn.
- 10:50 a. m.—“Editing the Effective Employes’ Magazine in Slack Times.” Elizabeth C. Northrup, Waltham Watch Company, Waltham, Mass.
- 11:05 a. m.—Supplementary talk on same subject. Ben D. Rogers, Labor Bureau, Bird & Son, East Walpole, Mass.
- 11:15 a. m.—“The Salesmen’s or Agents’ House Organ Which Helps the Salesman or Agent.” J. W. Longnecker, Advertising Manager Hartford Fire Insurance Co., Hartford, Conn.
- 11:40 a. m.—“The Clever Copy House Organ.” Maxwell I. Pitkin, Editor *Better Way*, Cosmopolitan Magazine, New York, N. Y.

WEDNESDAY AFTERNOON

- 2:00 p. m.—“Better Letters. Their Importance in Direct Mail Advertising.” Ideas on the way to appeal to people, 1—Copy and length of copy; 2—Number in series; 3—Number and style of enclosures; 4—Value of tests; 5—Result of tests; 6—Circular letters. Louis Balsam, National Letter Authority, Secretary Direct Mail Advertising Association.
- 2:40 p. m.—“The Follow-up.” 1—Reply to inquiry, (a) Sizing up the prospect; 2—Number of follow-ups, (a) What to say, (b) What not to say, (c) When to stop. John C. Sweeney, Direct Mail Sales Manager, International Correspondence School, Scranton, Pa.
- 3:20 p. m.—“Co-ordination of Direct Advertising and Sales.” 1—Salesmen, (a) Proper information, (b) Procuring co-operation; 2—Distributors, (a) Keeping dealers advised of plans, (b) Procuring their co-operation, (c) Checking returns. Frank G. Adams, Sales and Advertising Manager, Stoors Shaeffer Company, Cincinnati, Ohio.
- 4:00 p. m.—“Do We Want One-Cent Letter Postage for First-Class Mail in the United States?” 1—What are the reasons for it? 2—Is it practical? 3—How will it affect direct mail advertising? 4—What are the reasons against it? Charles William Burrows, Burrows Bros. Co., Cleveland, Ohio.

WEDNESDAY EVENING

- 7:00 p. m.—Banquet.

THURSDAY MORNING

- 10:00 a. m.—“The Merchandising Principles of Mail Order Selling. Why Many Fail and Some Succeed.” (Speaker not yet appointed.)
- 10:45 a. m.—“Cultivating Small Town Trade by Means of Direct Mail Advertising.” E. L. Triffitt, Advertising Manager Rex Manufacturing Co., Connersville, Indiana.
- 11:20 a. m.—“Selling by Mail.” 1—Common mistakes that lead to failure; 2—Value of tests to determine results; 3—Profiting by the experience of others; 4—Experiences I have

Continued on page 65

E. F. HAMM, President
T. E. DONNELLEY, Vice-President



DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

FIFTH FLOOR 536-538 S. DEARBORN STREET

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF, AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, SECRETARY

Hoover to Speak

Herbert Hoover, U. S. Secretary of Commerce, will be the speaker at the October 27 meeting of the Franklin-Typothetae, providing present plans work out. At this same meeting reports of the Toronto convention will be given and a vote taken on the re-organization plan submitted at the meeting of September 22. Numerous amendments to the newly proposed by-laws and constitution, offered at the September meeting, made it impossible to take definite action at that time. The five salient changes proposed were outlined by T. E. Donnelley, vice-president, as follows:

1. That the labor divisions be operated separately and apart from the parent body, with their own staff of employees on funds set aside for them by the Franklin-Typothetae of Chicago. The divisions to be known as the Franklin Association and the Typothetae Association.

2. That there be created a joint industrial relations committee composed of equal representation from the Franklin and Typothetae Associations to confer on labor problems of interest to both open and closed shop employers.

3. That in order to have better representation on the executive council of the Franklin-Typothetae of Chicago, that body be composed of the officers of the parent organization and the chairmen and vice-chairmen of the Franklin Association, the Typothetae Association and the ways and means committee.

4. That provision be made for affiliated membership whereby trade groups, such as machine composition plants, advertising typographers, rulers, binders, etc., might be admitted to membership on an equitable dues basis for such kindred printing trades.

5. That the fees of minimum dues paying members be increased to enable the organization to render those members cost service free of charge and give them more for their money.

The September meeting was held at the Hamilton Club, with 123 persons present.

Credit Bureau Does Good

The work of the Printing Trades Credit Association for August, 1921, shows results for the following members:

Collected without suit.....	\$1,510.11
Collected with suit, for—	
Barnard & Miller.....	\$ 45.00
General Printing Company.....	51.75
Champlin & Company.....	28.30
Foley & Company.....	100.00
Franklin-Typothetae of Chicago...	53.00
J. P. Black & Company.....	6.50
Pioneer Press	13.98
Stoll & Westerlin	8.20
University Printing Company.....	25.00
John H. Vestal Company.....	240.00
National Printing & Publishing Co.	323.26

JUDGMENTS RENDERED

National Ptg. & Pub. Co. vs. Frank Fullica	\$ 16.60
E. E. Fellin, Economy Ptg. Co. vs. National Nitro Bacter Corp.....	126.00
Economy Ptg. Co. vs. Benj. Trieber.	95.50
Columbia Printing Company.....	1.55
National Printing & Publishing Company vs. Ceska Katolicka Prvni Unstredni Jdenota.....	26.75

\$896.53

SPECIAL TRAIN FOR CHICAGO DELEGATES



Chicago's special train is arousing the interest of Chicago members as well as delegates from as far distant as Texas. Nearly seventy reservations have been made so far. Full details can be obtained from the secretary.

Committee Heads Chosen

Chairmen of the various committees and groups of the Franklin-Typothetae of Chicago, as announced last month, are as follows:

Trade Matters Committee—Wm. Eastman, Blakely Printing Co.

North Side Group—Leo J. Winiecki, Security Printing Co.

Northwest Group: Chas. Severinghouse, Severinghouse & Weiler.

West Side Group: A. A. Frederickson, A. A. Frederickson & Co.

Calumet Group—Wm. McDonnell, Foster & McDonnell.

The Central Job Group—Geo. Drucker, Drucker & Kelley.

Credit Committee—J. P. Black, J. P. Black & Co.

Cost Committee—Theo. Hawkins, Hawkins & Loomis.

Legislation Committee—W. C. Hollister, Champlin Law Printing Co.

Ways and Means Committee—Wm. McDonnell, Foster & McDonnell.

Education Committee—E. E. Sheldon, R. R. Donnelley & Sons Co.

Program and Entertainment Committee—Harry Hillman, Inland Printer.

Educational classes will start the week of October 23. The courses offered this year include: Cost Finding, taught by D. J. McGowan; Accounting, taught by E. C. Flinn; Estimating, which probably will be taught by W. B. Patterson, of the Blakely Printing Co., and Salesmanship. Efforts are now being made to obtain the services of Noble T. Praigg to teach the Salesmanship class. The first class will be Cost Finding, which will meet every Tuesday evening from 6:30 to 8:30, starting October 25. The class in accounting will meet every Wednesday evening at the same time, starting October 26. The Estimating class will meet Mondays, starting October 24, and the Salesmanship class will be held on Friday evenings, starting October 28. These last two classes will also meet from 6:30 to 8:30. All classes will be held in the assembly hall at the Franklin-Typothetae offices, 538 South Dearborn street.

Engdahl Bindery

412-420 Orleans St. (Just across the New Franklin-Orleans Bridge) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

*Edition
Book Binders*

Telephone Main 4928

UNITED STATES AT LARGE

Edward R. Grace, vice-president of the *Michigan Manufacturer and Financial Record*, vice-president of the Adcraft Club of Detroit, and one of the best known advertising men in Detroit, has been elected president of The Peninsular Press, Detroit. It was organized in March, 1920, by Howard B. Lee, Detroit manager of the Guaranty Trust Company of New York.

The success of Mr. Lee's printing business venture has been such as to justify an expansion of plant facilities and a reorganization of the executive personnel. Under the new plan Mr. Lee will become secretary and treasurer, a dual position formerly held by Edward R. Legg, who will be vice-president and general manager. The present plant of the company is located at Fort and Twenty-first streets, but tentative plans have been made for a new location.

Mr. Grace has been connected with the *Michigan Manufacturer and Financial Record* ten years as vice-president and advertising manager, and he will retain his connection with that publication.

Miss Laura Hadley, daughter of President Emeritus Arthur Twining Hadley of Yale University, has begun to learn the printers' trade at the plant of the Yale University Press in New Haven, Conn.

Working eight hours a day with other employes, she began by learning how to set type by hand, and she has progressed so fast and devoted herself so diligently to the trade that she is now ready to take up the Linotype.

Miss Hadley was graduated last year from Vassar. For years she has been interested in printing and publishing, and at the beginning of the summer, instead of accompanying her family to their summer home at Sandy Hook, decided to endure the heat in New Haven and work at the University Press plant. Her associates say that she is extremely modest and a thorough and capable worker. She reports every morning at 8 o'clock and leaves at 5 o'clock.

A course of lectures will be given at McGill University, Toronto, during the term just begun, on the subject of "The Development of the Book." Dr. G. R. Lomer, librarian of the university, will give the lectures. Immediately after Christmas, W. J. Healy, Montreal representative of *L'Evenement* and *Le Nouvelliste*, and well known in advertising circles in both Toronto and Montreal, will present a course of ten lectures on "The Graphic Arts," which will cover the history and development of printing.

H. W. Dixon, president and general manager of the Dixon-Paul Printing Co., Memphis, Tenn., has sold his interest in the firm to Waring Sherwood. Mr. Dixon will retire from business on account of his health.

Mr. Sherwood has been for the past two years advertising manager for the Briscoe Motor Corp. at Jackson, Mich. Previous to that he was manager for the Barron G. Collier, Inc., at Memphis.

The last session of the Ohio state legislature passed what is known as the Bing law, which revises the statutes governing compulsory education, and raises the age

limit to 18 years, making it compulsory for children to attend a school of some kind until 18 years of age, instead of 16, as the former law specified. Other states have already adopted laws similar to this which affects apprentices in printing shops. In some states the law provides that boys may attend vocational schools instead of public schools.

A recent decision of the North Carolina printing commission provides for the letting of contracts for state printing at a price 5 per cent lower than last year's price, with a provision whereby the price may be decreased when it is shown that there is a 5 per cent decrease in the cost of labor and materials in the southeastern states. The decision also contains a strike clause which will fix it so that state will not have to pay for any part of a job whose completion is interfered with by a strike.

The United States will be able to use a 2-cent postal rate to all South and Central American countries under the provisions of an article approved at a plenary session of the Pan-American Postal Congress at Buenos Ayres recently.

This article establishes as a fundamental principle the liberty of each country to fix its foreign postal rates, provided such rates are kept within a maximum equivalent to 5 cents in American gold.

The Fox Valley Printing Co. has been incorporated in Aurora, Ill., for \$40,000, by O. J. Gibbs, Phil Reedy, F. H. Coughlin, J. P. Dickes and W. R. Garbe. The plant is located on the second floor of the Chapman block, on the corner of Fox and La-Salle streets. Mr. Gibbs, who is president and general manager of the new concern, was formerly connected with the Eugene V. Smith Printing Co., Aurora.

The Canadian postal administration has informed the United States postoffice department that advertising matter sent in the mails from the United States to Canada, on which the customs duty has not been prepaid by means of customs-duty stamps, will be subject to a sales tax of 4 per cent of the customs-duty paid value, which tax is payable at the customs port of entry in Canada.

Delegates to the press congress in Honolulu October 11 to 25 have been granted a 40 per cent reduction in the round trip rates. The total cost of the trip from Chicago to Honolulu and return will be \$522.53. Walter Williams, of Missouri University School of Journalism, Columbia, Mo., and president of the congress, made the announcement.

H. C. Beaver, treasurer of the Rolls-Royce Co. of America, has been appointed chairman of the Publicity Club of Springfield's committee in charge of entertainment at the Direct Mail Advertising Association convention and exposition, which will be held in Springfield, Mass., October 25, 26, 27 and 28.

The board of governors of the New England Daily Newspaper Association meeting in Worcester, Mass., on September 6, passed a resolution opposing the 44-hour week in the printing industry. The association is composed of practically every New England daily newspaper.

The thirty-first annual convention of the Poster Advertising Association will be held in Detroit, October 10 to 14.

The National Council of Lighting Fixture Manufacturers has adopted a new label to be attached to the products manufactured by its members. The labels are printed in three colors—black, green and orange. A serial number is printed in an open space at the bottom of each one.

Bloomington, Ill., printing employes returned to work the first of last month, following a strike which commenced July 1. Concessions on both sides, including the granting of the 44-hour week, and an increase of 52 cents a week in wages concluded the strike.

Typographical Union No. 6 of New York City last month presented a demand to employers of that city calling for an increase of \$5 a week in wages. The new scales asked are: Day shifts, \$55; night shifts, \$58; third shifts (1 a. m. to 10 a. m.), \$61.

Walter H. Savory, manager of the New York agency of the Mergenthaler Linotype Company, has returned from a month's stay at the Lake Placid Club in the Adirondacks. Mr. Savory's friends will be pleased to learn that he has completely regained his former health and strength.

The Star Publishing Co., Coffeyville, Kan., has been leased by Joe Albright and Howard Switzer, of Independence, who will issue a weekly newspaper in place of the daily formerly issued, and will also carry on a general job printing business.

W. A. Wallender, formerly of Decatur, Ill., has bought the retail store of the Inland Printing and Binding Co., Springfield, Mo. Mr. Wallender was formerly manager of the store. The name has been changed to the Springfield Office Supply Co.

Howard V. R. Palmer, who a few months ago joined the staff of the Sheffield-Fisher Co., Rochester, N. Y., printers, has been elected a director and secretary of the company.

W. Gordon Fox, formerly with the Ketterlinus Lithographic Mfg. Co., of Philadelphia, has joined the sales staff in the Philadelphia office of The Forbes Lithograph Mfg. Co., of Boston.

Striking pressman in Cincinnati, Ohio, are being allowed strike benefits of \$11 a week if married and \$9 a week if unmarried. Compositors are receiving \$27 a week if married and \$22 a week if single.

L. J. Herzberg has joined the staff of the McMath Printing and Lithographing Co., of El Paso, Texas. Mr. Herzberg was in charge of typography for the Gardner Advertising Co., of St. Louis for two years.

The New York Employing Printers' Association has moved to new and larger quarters on the 17th floor of the Printing Crafts building, 8th avenue and 34th street, New York.

The Larue Printing Co., Kansas City, Mo., has moved to larger quarters at 906-908 Baltimore avenue, that city. The company is now located in its own building.

Harold C. Austin, sales manager of the Hall-White Co., printers and lithographers, Oakland, Calif., has resigned. He has not announced his plans for the future.

The Betzer Co. is the name of a new printing concern located at 133 South Twelfth street, Lincoln, Neb.

M. E. Von Mach, Jr., has been elected president of the National Printing Co., a new Michigan corporation with offices at 4231 Michigan avenue, Detroit.

The new concern which Mr. Von Mach, Jr., heads will specialize in high class printing of all kinds. Mr. Von Mach's diversified experience brings to the company a knowledge of sales management and credit experience which will be of material service. Other officers of the company are: J. G. Kapanoske, vice-president; Leo M. Bauer, secretary; M. E. Von Mach, Jr. treasurer.

The Victorian Master Printers' Association recently gave a complimentary dinner to Charles Francis, of the Charles Francis Press, New York, on the occasion of his visit to Australia. The dinner was held in Melbourne. BEN FRANKLIN MONTHLY has received a copy of the menu and program of the meeting, for which it wishes to give thanks to its Australian friends. Mr. Francis also spoke on "Fifty Years of Printing" at the Chamber of Manufacturers, Melbourne, on August 25.

The Kenosha *Evening Herald*, which has been in existence since February, 1919, suspended publication Saturday, September 24th, due to financial difficulties.

The physical assets of the plant, together with the subscription list, have been taken over by the Kenosha News Publishing Co., which has been in operation in Kenosha for over 25 years.

The editor of the Kenosha *Evening News* is W. T. Marlatt, and the manager is R. S. Kingsley.

Receivership for the Employers' Mutual Insurance and Service Co., Baltimore, Md., was postponed thirty days from September 15 on petition of policyholders filed in the Circuit court of Baltimore last month. During that time it is planned to make a thorough investigation of the company's affairs and make arrangements for liquidation. Indirect action of forces antagonistic to the employer policyholders is said to be the cause for the receivership.

Students of the Southeastern School of Printing, Nashville, Tenn., recently sent out samples of their work, which compare favorably with work being produced by many commercial shops with pressmen and compositors of years of experience, despite the fact that those who produced the samples had only been at the school seven weeks.

W. Edward Thacker has been made instructor of typography at the Carnegie Institute School of Printing, Pittsburgh, Pa. He was formerly connected with Chicago printing plants, the Keystone Type Foundry, and the American Type Founders Co.

Refusal of printing plant owners of Tampa, Fla., to grant the 44-hour week at the expiration of their contract with the unions the middle of September, resulted in a walk-out September 19. Twelve or fourteen union printers are affected.

H. R. Fairall last month was appointed receiver for the East Akron Printing Co., East Akron, O. The company formerly issued the Akron *Daily News*.

The Leon Printing Plant, Egg Harbor City, N. J., suffered fire loss of \$10,000 last month.

H. Ray Haas & Co., Allentown, Pa., printers, will erect a two-story printing plant to cost \$50,000.

Charles H. Miller, president of the Detroit Typographical Union, and editor of the Detroit *Labor News*, was instantly killed September 20, near Eagle, Mich., when an automobile in which he was riding struck a cement culvert. Mr. Miller was en route to Grand Rapids to attend the annual convention of the Michigan State Federation of Labor. He was 42 years old.

Rudolph Ekholm, for the last ten years an employe of the Elgin, Ill., *Courier*, in its job printing department, has opened a printing shop of his own in Room 5, O'Beirne building, Elgin.

E. H. Price has been made sales manager of the printing department and D. B. Clarke, manager of the stationery and office supplies department of the Abdou Printing Co. of Pittsburgh, Pa.

The Whitaker Paper Co. has bought out the Wright-Barret & Stiellwell Co. of St. Paul, Minn. Robert Shatsnider will manage the St. Paul house for the Whitaker company.

H. L. Roberts, former copy chief of the Keeshan Advertising Co., Oklahoma City, is now advertising manager of the Brown, Blodgett & Sperry Co., lithographer and printer, St. Paul, Minn.

The Fresno, Cal., Republican Printery Co., has been incorporated for \$150,000. Directors are William Glass, T. C. Glass and E. R. Glass of Fresno, and Edward and Agnes Glass of San Francisco.

C. N. Rockwell, of Albion, Ill., and F. L. Sorrels, of Lacon, Ill., have purchased *The Star*, a weekly paper, and job plant in Lebanon, Ohio.

The Herald Print Shop, Lamanda Park, Calif., has been sold by A. N. Cole to H. J. Arnold, who will conduct the business under the name of Arnold & Arnold.

The Fennimore (Wis.) *Times* has moved to new quarters in the Pritchard block, that city.

Actual payroll reports from 55 firms in the paper and printing group of industries have shown a decrease in the number on the payroll from 52,865 on Jan. 28, 1921, to 49,878 on July 31, 1921. This decrease occurred mainly in February and March. From June 30 to July 31, the date of the latest report, there was an increase from 49,802 to 49,878. These reports are secured monthly by the U. S. Employment Service of the Department of Labor.

The following table shows the change in employment in leading cities from June 30 to July 31 in the paper and printing firms selected by the Employment Service to furnish these data:

	Number on Payroll		Changes	
	June 30	July 31	Number	Per Cent
Boston	2,930	2,888	-42	1.43
Springfield	3,672	3,688	*16	0.4
New Haven	470	482	*12	2.5
New York	22,893	21,741	-1,152	5.03
Rochester	508	547	*39	7.7
Philadelphia	5,031	5,164	*133	2.6
Cleveland	1,083	1,147	*64	5.9
Cincinnati	1,843	1,790	-53	2.88
Chicago	4,056	4,910	*854	21.0
Detroit	300	450	*150	50.0
St. Paul	1,086	1,114	*28	2.6
Kansas City	365	450	*85	23.3
Baltimore	371	423	*52	14.0
Los Angeles	2,005	2,005		

*Increase.

J. J. Burns and Leo Levora have opened a printing office in Edwardsville, Ill. They have rented space in the E. G. Hill building on Main street.

Taft, Cal., is to have another job shop. J. H. Bowen and M. L. Bowers, former owners of a plant in Bay City, Cal., will be the proprietors.

A. B. Parker, first deputy secretary of the state of New York, has been made general manager of the Watertown, N. Y., *Standard*.

The Fischer Printing Co., Sioux Falls, S. D., recently increased its capitalization from \$25,000 to \$100,000. The company has installed a modern bookbindery.

F. E. Goodwin, who recently retired from the editorial staff of *Farm Machinery-Farm Power*, has engaged in the printing business at Kirkwood, Mo.

The Quality Linotyping Co., Cincinnati, has moved from 120 East Sixth street to new quarters at 120-122 East Eighth street, that city.

The Longacre Press, in the borough of Manhattan, New York City, has been incorporated for \$25,000 by M. Marlin and L. Klebanow.

The International Association of Electrotypers held its twenty-fourth annual convention in Buffalo September 22, 23 and 24.

The National Association of Stationers and Manufacturers will meet in Atlantic City October 10, 11, 12 and 13.

Wives of Minneapolis union printers have formed an auxiliary to Typographical Union No. 42 of that city.

The Lorain Journal Company, Lorain, O., has been incorporated with \$100,000 capital by Emil Calman and others.

H. O. Cole, old-time printer on the staff of the Robinson (Ill.) *Constitution*, died September 5, aged 74 years.

Ed Nelson last month sold his printing plant at Marshall, Minn., and is establishing a new one at Alexandria, Minn.

I. E. Watts has acquired an interest in the George D. Loudon Printing Co., Champaign, Ill.

Surrendering every demand, Lockport, N. Y., union printers last month petitioned their employers to reinstate them.

WISCONSIN

The Milwaukee Typothetae held its first monthly dinner and business meeting for the coming fall and winter season at the Hotel Pfister on Tuesday evening, September 13. A fine attendance of the membership was present; 84 sat down to the dinner.

Vice-President Charles Gillett presided, and read the names of the following firms as new members of the Typothetae added since the last meeting in May: Stevens Printing Co., Boehm Bindery, Forester Label Works, United Printing Co., Arnold Company Bindery, Benoy Print Shop and the Robert Peterson Ruling Co. He introduced to the assemblage the representatives of these firms who were present.

After entertainment and dinner the chairman introduced John G. Wallace, assistant secretary of the U. T. A., as the principal speaker of the evening. Mr. Wallace spoke on the subject of "Trade Association Work in the Modern Industry," mentioning that there are approximately 1,200 trade organizations in this country and Canada, and that there are 100 secretaries of national trade organizations in Chicago alone. He pointed out that among all these great trade organizations the United Typothetae of America was in the front rank. He then entered into an exhaustive explanation of the growth, importance and work of the Typothetae, interspersing his talk with humorous anecdotes gleaned from his contact and work with printers over many years.

Following the address by Mr. Wallace, Vice-President Gillett called upon Secretary Penhallow, who talked on the value of membership in the Milwaukee Typothetae, showing how the Typothetae had been a bulwark during the last few months of business depression. Mr. Penhallow stated that he had heard some rumors of price cutting, but that neither through the records of the sales division nor by inquiry from members had he been able to locate any more cases of price cutting, nor as many as was the rule before we entered into the present period of business depression. He also pointed out to the members the value of learning who their competitors are before figuring estimates for buyers. He called attention to the provision in the code of ethics, touching upon this point, and what he said as to the possibility of getting the names of competitors from the buyer before estimating was borne out by the unexpected testimony of one of the members, who interrupted Mr. Penhallow to say that he had taken Mr. Penhallow's advice on this matter that very day, and had obtained the names of competitors from two different buyers, where he had previously thought that such a thing was impossible.

Further, Secretary Penhallow touched upon the services of the central office and outlined his plan for a campaign to sell the members of the Milwaukee Typothetae more of the services of their organization.

The Typothetae Messenger, the monthly publication of the Milwaukee Typothetae which has been under consideration for some time, made its first appearance in September. Charles Gillett, of the Gillett Printing Co., and vice-president of the Milwaukee organization, is the editor. In his salutation, Editor Gillett outlined the new project as follows:

"In carrying out the plan of your board of directors to keep the activities of the Milwaukee Typothetae before the entire membership in a clear, concise and com-

prehensive manner, the *Messenger* is launched.

"It is not intended to have this take the place of the Bulletins, which come from our secretary-manager, but to take up subjects which cannot be covered by these bulletins, and to convey messages from somewhat different angles—in other words, to make the *Messenger* a medium of communication between members, by members of the Typothetae.

"Space will be devoted to any subject of interest to our craft, and such interesting things can only be secured by co-operation. Will you not pledge yourself right now to help this publication to become a vital force in printing circles here at home?"

The initial issue contains articles on "The Work of Sales Division," "Maintaining Profitable Prices," "Open and Closed Shop Divisions," "Standardization in the Printing Business," a directory of supply houses and miscellaneous matter.

The Jefferson County Union, founded by the late Gov. W. D. Hoard, at Fort Atkinson, Wis., the other day printed the following editorial: "Nerve—during the war the Jefferson County Union spent about \$2,000 advertising for the U. S. When the time came for pay we got a nice letter of thanks from the secretary of the treasury. That was war. This week we received a request to run a \$50 advertisement for a postmaster examination for this city—free of charge. This is peace and we can't afford it. We suggest that the half-dozen candidates write to the P. M. General, Washington, D. C. The government can afford to lose a billion on airplanes, another billion on wooden ships, and three more on its merchant marine, but when it comes to paying a poor country printer for his stock in trade it is short of money—but not of nerve."

The passing of Edward L. Luckow, for many years in the printing and publishing business in Wisconsin, caused profound sorrow in Wisconsin. Mr. Luckow died at a sanitarium in Battle Creek, Mich. He was 50 years of age. He became prominent in Wisconsin printing circles through his excellent management of the Baraboo Democrat, printing and newspaper office. He was a native of West Bend, Wis. In 1901 he was elected president of the Wisconsin Press Association, and held office in the National Editorial Association. He was prominent in democratic politics, and auditor of the navy department during the Wilson administration. Mr. Luckow, affectionately known as "Ed" throughout Wisconsin's printing industry, was honored with many state and local offices. He was a bachelor.

The Midwest Printing Service of Milwaukee was recently incorporated with a capital stock of \$2,500, consisting of 500 shares at \$5 each. The offices are in the Miller building, Broadway and Wisconsin street. The organization is comprised of Typographical Union members and the incorporators are Raymond T. Moore, 1006 Richards street, head of the union in Milwaukee; John J. Korbel, and Frank J. Zimmermann. Mr. Korbel, vice-president of the union, stated that the new corporation proposes to act as an agent for a number of printing establishments, and a clearing house for union printing work.

Charles Buehler, one of the directors of the Milwaukee Typothetae, and for many years an enthusiastic member of the organization, announces his retirement, having sold his interests in the Western Typesetting Co., of Milwaukee. Herting & Oberst, the new owners of the typesetting company, have been members of the Typothetae for some time.

The organization of a waste paper collection service for members has been completed by the Milwaukee Typothetae. As announced in these columns some time ago, Secretary W. G. Penhallow sent out a questionnaire on the subject. Through this medium valuable and comprehensive information was secured as to the quantity of waste paper available and classes of such paper to be secured. It is estimated that the savings from the new plan will aggregate \$5,000 annually. The Typothetae has arranged for co-operative collection, storage and shipping with the Sullivan Delivery, Inc., of Milwaukee.

At the annual meeting of the Wisconsin Daily League, in Milwaukee, it was decided to incorporate the organization as a non-stock corporation. The league re-elected O. J. Hardy, Oshkosh *Northwestern*, as president; J. M. Hibbard, Stoughton *Hub*, vice-president, and H. H. Bliss, Janesville *Gazette Printing Co.*, secretary. Directors are: W. F. Ohde, Manitowoc *Press*; E. B. Worthington, Beloit *News*; Frank Burgess, LaCrosse *Leader*; J. K. Kline, Green Bay *Gazette*, and J. L. Sturtevant, Wausau *Record-Herald*. The league celebrated its fifteenth birthday.

A demurer filed by the Employing Printers' Association of Wisconsin, the Milwaukee Employers' Council, and several individual printing houses of Milwaukee, as defendants in the \$10,000 suit started by John J. Korbel, vice-president of the Typographical Union, was dismissed by Circuit Judge Walter Schinz. Korbel, in his suit, alleges he was shadowed by the defendants and his photograph taken by private detectives while he was acting as a picket.

The death of Peter Stromme, journalist, lecturer and traveler of international reputation, occurred at Madison in September. He was for thirty years engaged in printing and newspaper work, and was a native of Winchester, Wis., born in 1865. At one time he was connected with the *Minneapolis Times*. He published a number of books on travel, and translated James Gerard's, "My Four Years in Germany," into Norwegian.

The J. Feldman Paper Box Printing and Manufacturing Co., with \$25,000 capital stock, has been organized at Madison. Jacob Feldman is president. A building with 5,000 feet of floor space has been rented and machinery and other equipment will be purchased. Incorporation of the Madison Paper Box Co., with \$30,000 capital stock, is also announced.

Charles G. Ward, secretary of the Buffalo Typothetae, recently circulated among his many Milwaukee friends while in Milwaukee. Mr. Ward studied the sales division work of the Milwaukee Typothetae. He has been largely responsible for the proper installation and maintenance of the cost work of the Milwaukee organization.

Milwaukee will very probably send a delegation of twenty or more members of the Typothetae to the U. T. A. convention at Toronto October 17 to 20. The Chicago association has invited the Milwaukeeans to travel to Toronto on the Chicago special train, and this invitation, which is much appreciated, will undoubtedly be accepted.

The death of James McGee in Milwaukee recently was the passing of one of the well-known old-time employing printers of that city. Mr. McGee was engaged in the business as early as 35 years ago. He married a grand-daughter of Solomon Juneau, the founder of Milwaukee. He was 76 years of age.

Joseph W. Hall, 80 years of age, for more than a half century at the head of the Oconto Lumberman Printing and Publishing Co., passed away after an illness of several weeks. Mr. Hall retired about two years ago. He was an authority on the history of printing in Wisconsin and other mid-western states.

Merlin Hull, Black River Falls printing house owner, is being mentioned for candidate for governor of Wisconsin on the republican ticket. He has been prominent in state political activities for some years, and has held several important state offices, including that of secretary of state of Wisconsin.

Announcement was made early last month of the marriage of W. G. Penhallow, executive secretary of the Milwaukee Typothetae, to Miss Hazel Haisler, his assistant. The ceremony took place July 9, but news of it was not given out until nearly a month later. Mrs. Penhallow continues her duties with the Typothetae.

Frank E. Noyes, head of the Marinette Eagle-Star Printing Co., and prominent member of the printers' and newspaper organizations of Wisconsin, has been honored with the conferment of the 33d degree in Masonry. Less than forty Wisconsin Masons have achieved this honor.

Employing and journeymen printers of Waupaca County, and families, recently held a picnic at the Rustic Resort, Clover Leaf Lake, near Clintonville, Wis. It was a basket picnic and many games and sports were enjoyed.

P. B. Haber, owner of the Fond du Lac Commonwealth Printing Co., recently suffered a broken arm and internal injuries when his automobile skidded and struck a telephone pole. Mr. Haber's condition at last reports was considered as favorable.

The Midland Publishing Co., of Milwaukee, has been incorporated with \$25,000 capital stock, by B. H. Pousher, George F. Kiewert and H. T. Foulkes. The chief business will be the printing and publishing of books.

James J. Hassenmiller, E. J. Hassenmiller and F. J. Poch, of Milwaukee, have incorporated the Hassenmiller Printing Co., with \$15,000 capital stock.

The Office Supply and Printing Co., 434 South Eighth street, Sheboygan, has completed plans for a \$50,000 office and plant building. It will be of brick, two stories high, 70x70, and is to be completed early this winter.

The Northern Office Supply Co., Ashland, Wis., has been incorporated by O. J. Rod, J. C. Rowley and W. H. Brown, with \$4,000 common and \$1,000 preferred capital stock, to do a printing, publishing and office supply business.

The number of Wisconsin newspapers, which reached 595 in 1913, including dailies, weeklies and semi-weeklies, is now 419, according to official state records. Of this number 50 are dailies and 369 weeklies.

E. J. Meisenheimer, of the Meisenheimer Printing Co., has been named divisional chairman of the World's Board of Aeronautical Commissioners, Inc.

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CHICAGO

The eighteenth annual convention and exhibit of the National Association of Advertising Specialty Manufacturers was held at the Hotel Sherman September 26 to 30. On Monday afternoon, September 26, John Sullivan, secretary of the Association of National Advertisers, spoke on, "The Complete Circle in Advertising." At the Tuesday afternoon session Noble T. Praigg, of the United Typothetae of America, talked on "Betting on a Sure Thing," Charles L. Estey discussed "The Specialty in the Eyes of the Advertising Counselor," and Charles Henry Mackintosh, president of the Associated Advertising Clubs of the World, spoke on "The New Era in Advertising and the Place the Specialty Will Hold in It."

The sales managers department met on Wednesday to hear discussions on the following: "What Are We Doing to Make Advertising Specialties Pay the Advertiser?" "The Education of the Salesman"; "Cultivating the Territory"; "The Value of Sales Conventions"; "Getting Dividends Out of the Association for the Sales Department." The annual banquet was held Wednesday evening. Dr. Charles Aubrey Eaton spoke and also Montaville Flowers.

Thursday afternoon was given over to a discussion of "What We May Expect During the Coming Year-Labor-Costs-Credits-Sales." T. R. Gerlach, H. B. Hardenburg, D. G. Gayle and others took part.

H. I. Wombacher, of the Standard Typesetting Co., and Mrs. Wombacher, returned September 10, from a ten-day automobile trip through Illinois and adjoining states. Detroit, Toledo, South Bend and Elkhart were among the cities visited. Mr. Wombacher reports fishing as having been exceptionally good near Detroit, where his party one afternoon caught over thirty fish within a period of three hours.

Miss Jessie A. McWhorter, of the firm of William McWhorter, 16 West Washington street, and Benjamin Bunn, inventor of the Bunn tying machine, were married September 10. Both Mr. Bunn and his wife are very well known in the printing trade of Chicago.

A. H. Reinhardt, of Poole Brothers, Chicago, will be re-elected first vice-president of the National Association of Purchasing Agents at its annual meeting at Indianapolis in October. Only one ticket has been nominated.

The Hyde Park Printing Co. has moved to 1177-79 East 55th street, where it now has twice its former floor space.

The firm of E. A. Janotta & Co., 1367 North Clark street, has been succeeded by A. R. Rand & Co.

Chicago Incorporations for September, 1921

The following firms were incorporated under the laws of Illinois during September:

East and West Publishing Co., 118 N. LaSalle st. Capital, \$50,000. Publishing, printing and circulation business. Incorporators: Samuel M. Meland, Max Shulmar and Meyer Abrams.

The Gentry-Mayham Printing Co., 120 W. Polk st. Capital, \$10,000. Manufacture and deal in catalogs, office supplies and stationery. Incorporators: A. F. Mayham, E. A. Zimmerman and Veit Gentry.

Buxton-Westerman Co., 36 S. State street. \$100,000. R. W. Vanier, Herbert Bebb, M. E. Corcoran. Manufacture, print, publish and deal in books, maps, magazines, etc.

Albert Typesetting Corporation, 422 South Dearborn street. Capital, \$50,000. Incorporators: Titus Haffa, Arthur F. Albert, Harry F. Chaveriat. General printing and publishing business.

Trade Composition Metal Co., 538 South Dearborn st., capital, \$15,000. Deal in metals used in printing and allied trades. Incorporators: Julius C. Greenbaum, William S. Newburger, Maurice C. Handelman.

Mothers Publishing Co., 180 North Wabash ave.; capital, \$100,000. Publishing, printing and circulation business. Incorporators: Michael F. Hayes, James M. Woodman, William E. Duff.

Robertson Publishing Co., Inc., State-Lake Bldg.; capital, \$15,000. Publishing and printing business. Incorporators: Howard C. Robertson, Richard Robertson and May C. Robertson.

Nelson Troll Printing Co., 632 S. Dearborn st.; 20 shares, no par value; Thomas Whitson, Oscar W. Nelson, John Mors; printing, publishing and bookbinding business.

William Brauns & Co., 121 N. Wabash ave.; capital, \$10,000; printing and publishing business. Incorporators: William Brauns, Albert Kebe, William Kebe, Jr.

Rainier Supply Co., 422 S. Dearborn street. Capital, \$10,000. Manufacture and deal in stationery, books, office equipment, etc. Incorporators: Frank E. Rainier, Henry L. Graf, Michael R. Detolve.

Changes

Columbia Envelope Co., changed stock from par value to no par value; increased capital stock, \$5,000 to 100 shares; no par value.

American Typesetting Corp. changed principal place of business from 25 South Avers ave. to 123 W. Harrison st.

Paschal, Hall, Heilman Co., St. Charles: changed principal place of business from City of St. Charles, Kane County, Ill., to 7444 Madison st., city of Forrest Park, Cook County.

The Polish National Pub. Co., increased capital stock from \$50,000 to \$200,000 and decreased directors from nine to five.

Graffis Sutton Publishing Co., consolidation of Oil Publishing Co., and Petroleum Publishing Co.

Spinner & Reimer, Inc., changed name to Reimer & Co., Inc.

The Linotypewriter Co. is the name of a new Chicago trade composition plant specializing in typewriter composition. The company is located at 528 Plymouth court.

Albert E. Self, until recently secretary of the National Association of Steel and Copper Plate Engravers, and for many years prominent in the printing and allied industries, has been appointed to the Department of General Service of the American Writing Paper Co. He will make his headquarters in New York City and will represent Joseph A. Borden, director of general service, in the metropolitan territory. Mr. Self will specialize in service work to engravers and lithographers, although he will continue in close touch with other branches of the printing industry. Mr. Self was at one time connected with the Columbian Engraving Co., Chicago.

The Rueben H. Donnelley Corporation, publishers of directories, has taken title to the John B. Drake residence on the west side of Calumet avenue, just south of 21st street. An indicated price of \$25,000 was paid. The purchase was made to insure the Donnelley corporation a site should it decide to erect publishing offices directly across the street from the Lakeside Press, which does the Donnelley corporation's printing.

Typographical Union No. 16 has presented demands to Chicago employers for an increase in wages to \$60 a week beginning November 6. This applies to hand compositors, Linotype and Monotype operators, and is for a 44-hour week. The present scale is \$46.65 for 48 hours, although that amount is being paid for the 44-hour week now in existence in Chicago.

Chicago Art Institute recently made a plea for equipment for its printing school. The Institute now teaches the theory and practice of printing. The students are instructed in typographical design and are given laboratory work in printing through the co-operation of the University of Chicago. The Institute needs printing machinery of its own. Chicago printers should aid.

An evening course in Printing Art and Technique is announced by the Central Y. M. C. A. The class opened September 20 with J. L. Frazier, associate editor of the *Inland Printer*, as instructor. Classes are held each Tuesday from 5:45 to 7:45 p. m. The cost of tuition is \$25. The course consists of 17 lessons.

Ray E. Parker, treasurer of Parker, Thomas & Tucker Paper Co., returned last month after an automobile trip of over three thousand miles through the Berkshires, New England, the Thousand Islands and other eastern points of interest. Mrs. Parker accompanied him.

The Ogden Printing Co. has been incorporated for \$5,000 by R. J. Kotas, Milous Tyller and O. C. Schultz. The company is located at 3843 Ogden avenue.

The Joseph Medill School of Journalism at Northwestern University started its second year October 1 with an enrollment of 200 students.

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A national 48-Hour League inventory is being taken by that organization to show the standing of the various union and non-union printing plants of the country. Advance reports show that prior to May 1 there were 1,648 union shops employing 18,605 union men in the 75 cities reporting. In these same 75 cities, on August 10, there were 581 union shops employing 3,651 men. Previous to May 1 there were 695 open shops employing 10,477 men, whereas there are now 1,564 open shops employing 20,612 men. There are, in these 75 cities, but 496 shops operating 44 hours, while 1,596 are still operating 48 hours. When completed, it is expected the inventory will show over 1,500 shops which have changed from closed to open.

Photo-engravers from all over the United States will attend the conference of the industry to be held in Chicago, October 14 and 15. The conference has been called for the consideration of present business conditions.

"Paper Week" will be celebrated in Chicago the week beginning October 31. It is during that week that the fall conference of the American Pulp and Paper Association will be held at the Drake hotel, Chicago.

The Franklin-Typothetae scholarship at the School of Printing, Carnegie Institute of Technology, Pittsburgh, Pa., has been awarded by the committee in charge to Oscar Lundy of R. R. Donnelley & Sons Co.

The Printers' Supplymen's Club of Chicago will hold its first fall meeting October 7 at the Hotel Morrison. Arnold Joerns, president Arnold Joerns Co., will speak on "Smothering Sales Resistance."

The American Writing Paper Co. will have on display at the U. T. A. Convention, Toronto, October 17 to 23, its baby paper making machine.

Charles Eneu Johnson and Co. have moved their offices from 418 South Market street to 215-217 West Superior street.

Harte Joins Standard



DENHAM HARTE

The Standard Typesetting Co., Chicago, has issued the announcement that Denham Harte has purchased an interest in its business, and will hereafter be a member of the Standard's personnel. The connection dates from September 1.

Perhaps no figure in the trade composition field of Chicago is better known than Mr. Harte. He enjoys an enviable reputation as a composing room organizer, and recently severed his connection with the S-K-H Typesetting Co., of which he was vice-president and manager. He was one of the original incorporators of that concern in 1916. Mr. Harte's many friends are pleased to see him affiliating himself with so large a concern as the Standard, because of the greater opportunity which he will have to develop his talents. It is understood that he will have charge of the "service" activities of the Standard company.

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A man who has spent all his life, so far, in the printing industry and who, for four years, has been actively in charge of organization work among master printers, and for the past year has been executive secretary of one of the largest employing printers' organizations in the country, is open to accept a new proposition requiring organization and executive ability.

Address communications care of EXECUTIVE, Ben Franklin Monthly, 440 South Dearborn St., Chicago.

The Central Typesetting & Electrotpe Co. has added a complete photo-engraving plant to its typesetting and electrotpe departments, making the plant one of the most complete in the country for this class of work.

N. Y. Concern Adds Art Director

The Bartlett Orr Press, New York City, has announced the addition to its staff of Louis Fancher of New York as consultant art director. Mr. Fancher becomes an integral part of the Bartlett Orr organization and will work in co-operation with the art department, headed by E. E. Williams.

Mr. Fancher is recognized in both this country and Europe as one of the outstanding artists of the present day. His work is characterized by a sure draughtsmanship and unusual brilliancy of color. He studied abroad in France, Italy, Germany and Holland. In America his work has included covers for *Scribner's*, *Century*, *Life*, and other magazines; posters and settings for various dramatic productions, and work in both color and black and white for many nationally known concerns, among them the Pierce Arrow Company, Locomobile, Packard, Simplex, Sherwin-Williams, Nettleton Shoe, Lorillard and Firestone Tires.

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GRAND RAPIDS

Striking bookbinders have officially called off their strike in Grand Rapids, and have accepted the employers' terms after many of their members had gone back individually and most of the jobs left open had been filled by outsiders. The pressmen's union numbered 115 members when the strike was called. Twenty-six of these went back as individuals and when the strike was called off only 10 of the union members could find jobs here, the places of the other 79 having been filled by men from other cities. Those who went back agreed to drop their union membership.

Job shop owners in Grand Rapids declare that the printers will call off their strike soon as local plants are being deluged with applications from the big cities. The men who are applying have been employed in union shops, but apparently are willing to drop their memberships. It is believed that within a few weeks Grand Rapids will have all the ex-union printers it needs and that those belonging to the union here who remain out will be forced to seek work in newspaper plants or in job plants in other cities as non-union men.

Martin Heir, secretary of the Grand Rapids Typothetae, states that as far as the 44-hour week strike is concerned in Grand Rapids, it is at an end and is history. For the men who went out on the strike it is a dismal failure. He states today there are eighty feeders and pressmen walking the streets of Grand Rapids with no positions. He says he receives many letters from Grand Rapids printers who went away from here to secure work, asking for their positions back.

Today there are no positions open for compositors, and in a good many cases many of the shops that have been quiet throughout the summer will have retained their men on the pay roll through the dull period

when they would not warrant a full number of men, in other words, the men that went on the strike and took a voluntary lay-off have deliberately played into the hands of the employers.

During the last month a number of changes have taken place in the personnel of the Periodical Publishing Co. At a meeting of the directors, John N. Nind was elected president and manager; Edward R. Ford, secretary and treasurer, and Mrs. Agnes N. Nind, vice president. Following this meeting, John G. Beall was appointed advertising manager and Roscoe Rau, service manager. Mr. Nind will act as managing editor of the three papers published by the company. J. A. Gary will remain as editor of the *Grand Rapids Furniture Record*; R. F. Windoes, editor of the *Furniture Manufacturer and Artisan*, and H. J. Daniels, editor of the *American Funeral Director*. Mr. Ford, who has been Chicago advertising representative of the company for six years, will move to Grand Rapids within a few months. Russell Kirkpatrick, a local artist, has been added to the art staff of which Don Stryker is director.

A printing exhibit is being planned by the Grand Rapids Club of Printing House Craftsmen. It will be held in the Public Library late in November or early in December. George Dunn, of the Dean Hicks Co., M. Winters, of the James Bayne Co., and Lawrence Reeves, of the Powers & Tyson Printing Co., have been appointed a committee to arrange the exhibit. The Grand Rapids Ad Club, the Rotary Club and the Kiwanis Club have promised to cooperate.

The September meeting of the Grand Rapids Club of Printing House Craftsmen took the form of an automobile ride, followed by dinner at the Grand View Automobile Club, Plainfield. Fifty craftsmen made up the party. Reports of the Chicago convention and exposition were made by George Dunn, one of Grand Rapids' three delegates.

A number of Grand Rapids and western Michigan printers recently have installed, or are installing, private printing plants or equipment. Among these are the Marietta Stanley Co., manufacturers of toilet preparations; the Grand Rapids Show Case Co.; Howe & Snow; Corrigan & Bertles, investment bankers; National Piano Co.; Ideal Clothing Co.; Togan Stiles Co.; Michigan Trust Co.; Wurzburgs Dry Goods Co., all of Grand Rapids, and the Continental Motors Co., of Muskegon, and Holland Furnace Co., of Holland. Not all of these firms have regular printing equipment, some having only multigraphs, but the effect is being felt by commercial printers, nevertheless.

The firm of Unseld & Stumpf, commercial Linotype compositors, has been dissolved, Gus H. Unseld buying the interest of John Stumpf and continuing the business. The firm began business 14 years ago, and was one of the first of its kind in the city. It is located on the second floor of the Herald building.

Ernest Gonnesen, who represented the Sewell-Clapp Envelope Co., of Chicago, Ill., for two years in Grand Rapids, and then went to Detroit as their city salesman for two years, has returned to Grand Rapids and taken a position with the Tisch Hine Co.

Peter A. Koch, who has been in the employ of the Tatum Bindery for the past six years, has gone into business for himself under the name of the Koch's Ruling Co., and will do general ruling for the trade. His address is 241 Monroe avenue.

Kalamazoo, Mich., employing printers have asked the school board of that city to establish a course of training for printers in the Kalamazoo high school.

Sculte & Cappell, Cincinnati, O., printers are moving to new quarters at 120 East Eighth street, that city. The Quality Linotype Co. is moving to the same address.

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The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

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American Looping Machine
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ST. LOUIS

Approximately 3,000 men, women and children were present one evening recently at the opening of the new plant of the Carondelet Printing and Publishing Co., publishers of the *Carondelet News*, which has been erected at 6916 South Broadway. The opening of the new plant gained particular significance through the fact that it was the twenty-first anniversary of the publication. The company was incorporated with a capital stock of \$2,000 on July 3, 1900. It is equipped in the most up-to-date way and has several Linotype machines. All employees of the company are stockholders in the concern, and with this arrangement the company hopes to get 100 per cent efficiency and 100 per cent results. Every employee who has worked for the company any length of time, and has been desirable, will be made an actual stockholder in the company.

Harry B. Dynes, of Indianapolis, commissioner of conciliation of the department of labor, has been in St. Louis for several weeks with a view to arranging the conferences between master printers and their striking employees, but his efforts at conciliation have been repeatedly rejected by the employees. It was learned that Mr. Dynes was told the strike was over as far as the 57 companies that were affected are concerned, and he was taken through the large plants to show him that the concerns against which strikes were called were operating without interruption. The employers authorized a statement that their ranks were unbroken, and that they had no intention of receding from their attitude to maintain the open shop.

The efforts of S. L. Willson, of the Graham Paper Co., of St. Louis, in standardizing paper used in the United States, thereby reducing and in some cases eliminating waste, have been commended by Secretary of Commerce Hoover, the Department of Commerce announced in Washington a few days ago. Mr. Willson was a member of the

pulp and paper division of the War Industries Board during the war. The communication came at a conference of representatives of manufacturers and consumers of paper and officials of the Bureau of Standards. Mr. Willson was appointed one of the committee of three to classify grades of paper in a plan of standardization in which the government is interested.

The executive committee of Bookbinders Union 1100, whose members have been on strike for eighteen weeks, demanding the 44-hour week, last month decided to release its members from their strike obligations. This will allow the strikers, of whom about 700 are men and 400 girls, to return to work. It will not affect the strike of the printers, which began at the same time. It was stated at union headquarters that it was hoped employers would take back the union binders without discrimination because of their union membership, and that it was hoped the strikers soon would be back at work.

Citations for contempt of court were applied for in the United States District Court a few days ago by attorneys for the Con P. Curran Printing Co., against several alleged strikers on picket duty, who are accused of having threatened and verbally abused several employees of the company. A similar citation was asked against several others alleged to have made threats against another employee. Judge Faris issued an order to the defendants to appear in court and show cause why the citation should not be issued.

CLEVELAND

William Dowdell, of the Henderson-Jappe publicity firm, Cleveland, has been elected president of the Ohio Amateur Journalists' Association, a committee from which called on Postmaster General Hays when he was in Cleveland recently, asking that he extend to amateur publications the privileges of second class mail matter. Other officers of the association include:

Arthur Kline, Akron, vice-president; Raymond Jeffries, Columbiana, secretary-treasurer; Harry Marlow, Warren, official editor; W. W. Burton, Alliance; A. V. Fingulin, Cleveland, and Rowan R. White, Akron, advisory board.

The convention at which these officers were elected in Cleveland closed with a banquet, speakers including "Tim" Thrift, advertising manager of the American Multigraph Co.; George J. Houtain, New York attorney; Horace Lawson, treasurer of the National association; W. W. Burton, Alliance; Albert Sandusky, Boston; and A. V. Fingulin, of Cleveland.

The *Mansfield News*, established 36 years ago by Colonel W. S. Cappeller, has been sold to R. T. Dobson, of Ann Arbor, Mich., who will take charge November 1. He has been a newspaper man for 41 years and for 30 years has held interests in Ohio newspapers, two years ago selling his holdings in the Ann Arbor *Times-News*. Since the death of Colonel Cappeller, 10 years ago, the *News* has been conducted by his son, E. B. Cappeller. Colonel Cappeller was the father of "boiler plate" used in country newspapers, and was influential in Ohio politics and the state newspaper men's association.

P. M. Calvert, secretary-treasurer of the Reserve Lithograph and Printing Co., Cleveland, was elected a director of the National Association of Employing Lithographers, at their annual convention recently in Atlantic City. E. H. Josephi, C. W. Kuamminzer, W. H. Franklin, John J. Howard, G. H. Conrad, P. N. Calvert, J. H. Harris, H. A. Porter, and W. G. Loomis, of Cleveland, were among the convention delegates.

George U. Marvin, for several years a political writer for Ohio newspapers, legislative correspondent in Columbus, and one-time Washington correspondent, but of recent years engaged in political work and editing smaller city newspapers, has been made chief of the state bureau of markets in the Ohio Agriculture Department, at a salary of \$3,600 a year. He is well known and recently edited papers in Trumbull county and was connected with the Warren, O., *Chronicle*.

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York

Vernon M. Riegel, Ohio's superintendent of public instruction, has announced that commercial advertising in text books used in the public schools will be barred. Officials have been notified that such text books will not be approved by the state text book commission.

"We do not want the text books used by our children in the public schools," said Mr. Riegel, "to become commercialized as mediums of advertising. This is a dangerous precedent. Who can say that certain advertisements of sporting and athletic goods in the school text books will not be followed by soap advertisements, cigarettes and other tobacco advertisements?"

It is asserted samples submitted did not contain ads subsequently inserted in text books distributed to schools.

Cleveland's delegation to the Hamilton, Ontario, convention of the Affiliated Advertising Clubs, October 1, was led by Henry Lees, of the Powers-House Co., advertis-

ing agents. The Cleveland Ad Club crowd was about 150 strong. It is the largest unit of the Associated Advertising Clubs of the World, and upheld its standard at the Hamilton gathering.

At the first fall meeting of the Columbus Typothetae, Noble T. Praigg, of Chicago, in charge of the advertising department of the U. T. A., was a speaker, and urged the members to send a good delegation to the international convention in Toronto, October 17.

According to data recently published, the printing and publishing business of Cleveland amounts to more than \$14,000,000 annually, there being about 275 concerns engaged in this line of business.

The Merit Publishing Co., of Cleveland, has been incorporated, with a capital of \$10,000. Charles Rothman and D. J. Gordan are the leading promoters and incorporators.

Lester C. Getzloe, last year director of the journalism course in the Oklahoma Agricultural and Mechanical College, has been made a professor of journalism in the Ohio State University. He is a graduate of the journalism department of the University of Wisconsin and was an active newspaper worker on the Milwaukee *Sentinel* and Wisconsin Rapids *Tribune*.

Make-up Service

Spacing Material

THE HUSTED COMPANY

Machine Composition

436 Caxton Bldg.

CLEVELAND



The new building of the
Procter & Collier Company
Cincinnati Printers.

It is noteworthy that the ideals embodied in this beautiful new structure have been in no way allowed to interfere with either economy or practical utility.



RADIUM BOND

(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

Barnard & Miller

LAW PRINTERS

172 NORTH LA SALLE STREET

Law Printers for the
Newspaper and small
local printer whose
capacity prevents him
from taking a rush

Abstract and Brief

Day and Night Work
Phone Us, Franklin 562

We Specialize in

Strip Gumming Window Posters
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Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging { Hangers
Maps
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We Manufacture

Tin Mounting Machines
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BONDS

Portage, Platinum, Planet, Transcript
Index Bristols, Writings, Ledgers

Largest Distributors of

Lightweight and Embossed Papers

Onion Skins, Manifold Papers, Typewriter

Telephone Wabash 3342

620 South Wabash Avenue, Chicago

Near Harrison Street

With Our Advertisers

The Linotype Helps China to Advance

Into the very heart of the Orient has reached the wonder-working hand of Occidental ingenuity, and in a single night, seemingly, old-world China (the birthplace of wood-block printing, yet among the most backward of nations) has made an encompassing forward stride in its printing.

No longer need the Chinese printer trudge back and forth daily before a ponderous and space-consuming type case, and slowly and laboriously assemble from countless type boxes the 40,000 units once required to transmit Chinese printed thought, for Chinese now may be composed on the Linotype from an alphabet of thirty-nine characters.

By means of the Chinese phonetic syllabary (Chu Yin Tzu-Mu), recently adapted to the modern slug-composing machine by

the Mergenthaler Linotype Co., perhaps one-half of all Chinese words can be represented by two symbols, a very few by three, and the rest by a single symbol.

It is an easy matter to compose Chinese on the Linotype. The operator assembles the necessary matrices and spacebands in the regular way. The slugs are cast, trimmed and delivered after the fashion of all good Linotype slugs, but are assembled perpendicularly in the form.

When it is considered that one English-setting operator on the Linotype can produce in the same time as much composition as five or even six hand compositors, some idea may be had of the great advantage to the Chinese printing plant of the adaption of Chinese to the Linotype, for the old way of setting that language is much more involved and laborious than the setting of English by hand.

It is safe to state that to the half a hundred Linotypes in operation daily in the Chinese republic, producing line after line of English and other language composition, soon will be added many like machines for the transmission of thought via the new phonetic syllabary, Chu Yin Tzu-Mu—and that the Linotype soon will be producing Chinese in many other parts of the world as well.

Issues Booklet on Cardboards

"Oak Leaf Talking Points" is the name of a booklet just issued by the A. M. Collins Mfg. Co., Philadelphia, manufacturers of Oak Leaf coated cardboards. The booklet contains brief descriptive matter concerning the main characteristics of the Oak Leaf line. It is clearly written and should prove valuable to the printer interested in knowing more about paper. A copy can be had by writing the Collins company.

Moser Handles New Line

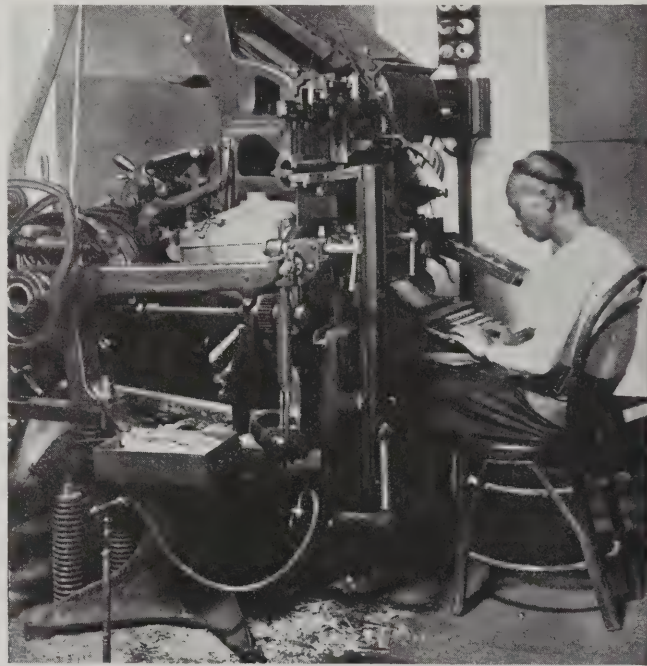
The Moser Paper Co., Chicago, has added Valiant bond, manufactured by the Gilbert Paper Company, Appleton, Wis., to its already extensive line of fine papers. Valiant bond is water-marked.

They Are Ambitious, at Least

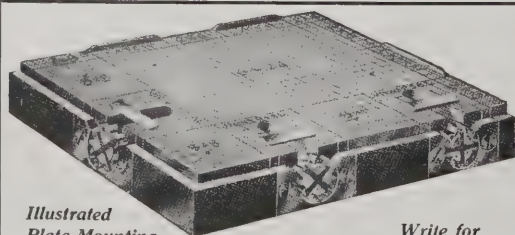
We are told the A. F. of L. has less than five million members. The nation is more than a hundred million strong. Shall the five million dictate to the hundred million and determine how business shall be operated?



The old method of setting type by hand is shown in this picture. Over 40,000 units were required in the assembling of printing. The time consumed was immense.



The new method of setting type by means of the Linotype. Only thirty-nine characters make up the alphabet. The saving in time can be easily imagined.



Illustrated
Plate-Mounting
Booklet Free

Write for
it to-day



Do You Print From Plates?

Challenge Plate-Mounting Equipment

has solved the plate-mounting problems of many printers, big and little, and is the equipment you will eventually adopt, whether you do specialty work, catalogs, book and magazine work, labels or folding-box work.

Write Us or Any Dealer for Our Booklet on Plate-Mounting

The Challenge Machinery Co. Grand Haven
Michigan

CHICAGO, 124 S. Wells Street

NEW YORK, Printing Crafts Building

Barnhart Bros. & Spindler Exhibit at Exposition

The recent Graphic Arts Exposition, at Chicago, was strongly supported by Barnhart Brothers & Spindler, the oldest type foundry in America. The company was established in Chicago in 1868, shortly after the close of the Civil War.

Credit for the success of the Barnhart exhibit is due to R. N. McArthur, advertising manager of the company, who planned the display and was in charge during the show.

The exhibit revealed the fact that the Barnhart factories are now manufacturing quite a varied line of materials and tools used by printers. There was evidence aplenty that the company is rapidly advancing as a result of the progressive manufacturing and sales policy of General Manager Charles R. Murray. It is more than maintaining its old-time prestige as a type foundry, while developing a number of useful specialties for the trade.

General Manager Charles R. Murray, Branch Managers L'Hommedieu, Chicago; Kent, Washington; Kern, St. Louis; Bransford, Dallas; Cornell, Kansas City; Potter, Omaha; Vandersluis, St. Paul; Braden, Seattle; Assistant Manager Crapo, Chicago, were on hand daily to welcome visitors. The following members of the general office staff were also in attendance: W. H. French, president; E. W. Conable, secretary; R. N. McArthur, manager advertising; Edward A. Tracy, manager Babcock department; Thos. J. Jones, manager export sales; S. M. Strother, manager efficiency service department; L. R. Brink, plant superintendent.

In addition to 100 per cent attendance of branch managers, a number of salesmen were present, among them: Tom C. Robinson, Iowa territory; D. M. Johnston, Dallas territory; Philip Schwartz, of Omaha; Frank M. Bland, State of Illinois; S. B. Downing, Kansas City; C. A. Fitzgerald, St. Louis; C. F. Gardner, Cleveland; G. F. Richards, St. Louis territory; Fred W. Noetzel, Chicago; M. F. Dougherty, Chicago; E. A. Homan, Chicago; Guy E. Newark, Ohio territory; L. S. Gibbs, Michigan territory; Will R. Small, Indianapolis; Otto Graeheck, Chicago; Joseph Seftenberg, State of Wisconsin, and A. L. Holverstot, Western Michigan.

Several officers and salesmen of the Babcock company attended the show. The general offices and factory of the company at New London, Conn., were represented by James E. Bennet, president, and Fred S. English, chief engineer. From the sales department came Sales Manager C. W. Britcher, of the New York office; Harry Backus, dean of the sales force, and Milo R. Hayes, of Philadelphia.

McCormack Heads New Department



G. BEN MCCORMACK

President Nelson of the American Type Founders Co., recently created the Kelly Press Advertising and Sales Promotion Department, and appointed G. Ben McCormack as manager. Mr. McCormack's acquaintance with the printing industry, both at home and abroad, is a wide one. A native of Chicago he started migrating early in life with the intention of visiting every state and territory of Uncle Sam's domain, and eventually accomplished this. Then followed a close study of printing, which involved several complete tours of the world. Mr. McCormack's connection with the American Type Founders Co., dates back twenty years, in the capacity of pressman, press erector and salesman, and more recently assistant to Mr. Kelly, inventor of the Kelly press and manager of the Kelly Press Department. Mr. McCormack has been closely associated with the Kelly press from its beginning, and is well qualified to fill his new position.

Neenah Elects New Officers

At a meeting of the directors last month, D. K. Brown was elected general manager of the Neenah Paper Co., and Kimberly Stuart was elected assistant general manager.

American Writing Gets Out New Broadside

An unusually attractive broadside describing the standardized line of Eagle-A papers and the new plan of distribution through service houses is being mailed to the trade by the American Writing Paper Co. It is approximately 10x12 inches, and consists of four pages printed in three colors and black. It opens into a full-sized sheet of about 20x26 inches.

The first page contains a decorative illustration epitomizing the company's new sales policy—the closer linking of the mill, the paper merchant and the printer, lithographer, engraver and stationer in order to assure greater service. A view of Holyoke is shown in the background to suggest the home of Eagle-A papers, while the immediate foreground depicts a typical graphic arts center of a large city. In the intermediate distance several paper warehouses are indicated as the connecting unit between the mills and all branches of the printing and allied industries.

The remaining pages embrace a map of the United States, and the trade marks of the various service houses to show the scope and character of Eagle-A distribution; and a statement by President Geo. A. Galliver, in which the advantages of standardized manufacture and distribution are described. The reproduction of a recent trade paper advertisement is included, as is also a complete list of the papers in the new, simplified line.

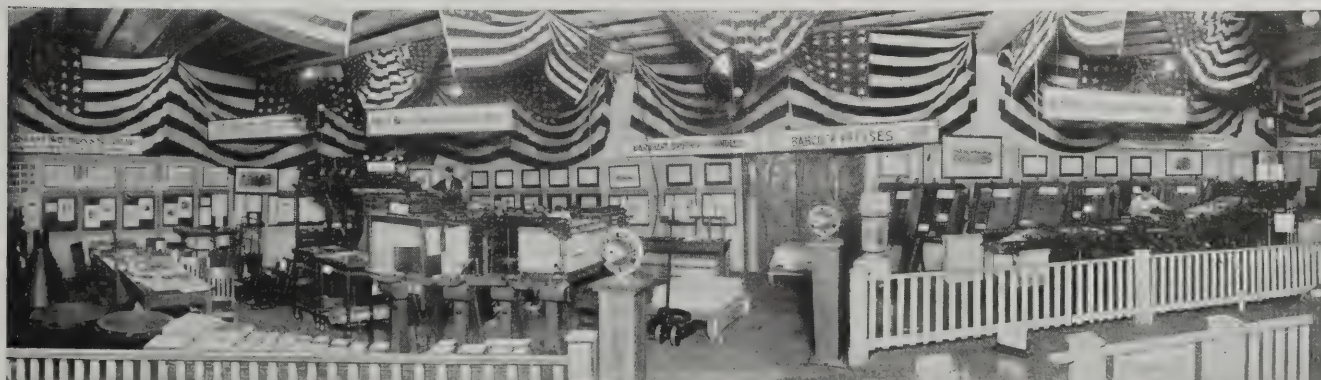
One of the particularly interesting features of the mailing piece is the stock on which it is printed. The paper is a hand-fashion, four-deckle sheet, known as "Deckle D'Aigle." In character and general appearance it suggests the hand-made papers of old, and imparts a richly artistic and impressive note to this very attractive broadside.

The folder, which is of additional typographical interest as an example of close registering despite three deckled edges, is being mailed to a large list of printers, lithographers, engravers and stationers throughout the country.

Linograph Opens New York Agency

Announcement was made last month by the Linograph Co., Davenport, Iowa, that W. W. Pinkerton had been made general sales manager with headquarters in New York City. Mr. Pinkerton has had years of experience with the Linograph Company, having operated the first Linograph made. For several years past he has been active in the manufacture of the machine.

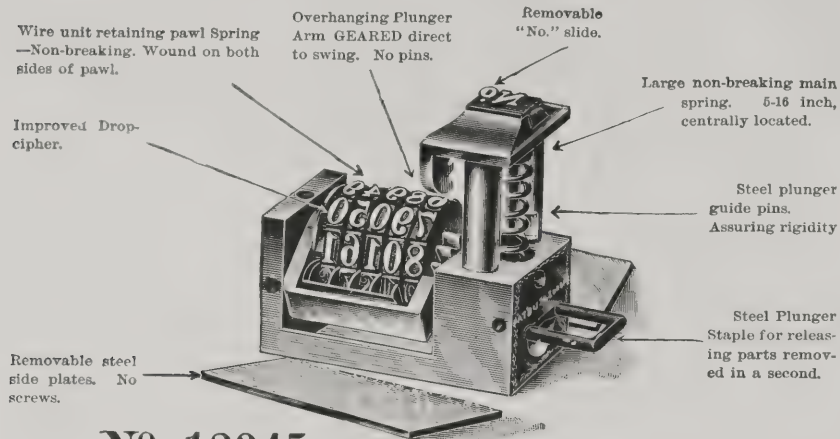
Exhibit of Barnhart Bros. & Spindler at Graphic Arts Exposition



Roberts Numbering Machine

The accompanying illustration shows the Roberts Model 27 standard high type numbering machine. The various parts have been detached for cleaning, showing the construction of the machine, one of whose

The machine is the product of the Roberts Number Machine Co., 696 Jamaica avenue, Brooklyn, N. Y. The Roberts company manufactures a complete line of numbering machines adaptable to all manners of printing. A booklet describing the company's complete line will be sent free upon request made to the company.



No 12345

The Roberts machine taken apart for cleaning, together with an example of its numbering.

features is that it will number either forward or backward. This same type of machine is made in two models, one, Model 27 having five wheels and the other, Model 28, having six wheels. The main features of the Roberts numbering machines include the steel plunger guide pins, assuring rigidity, the steel plunger for releasing parts for cleaning and the removable "No." slide.

Colonial Wove Featured

Colonial wove, a high grade super-calendered paper made by Dill & Collins, of Philadelphia, is appearing in a little suggestion book recently sent by that concern to buyers of paper throughout the country. The booklet is of unusual value, is attractively arranged and tells wherein Colonial wove is superior to other papers, together with full information regarding the work for which it is best adapted. Actual samples in white and India tints and English finish are included in the book.

Fifty Years in the Engraving Trade

The life history of Vernan Royle, president of John Royle & Sons, Paterson, N. J., manufacturers of electrotypers' and photo-engravers' equipment, shows what one man's determination can accomplish in a half century. Mr. Royle's determination has been that of supplying his customers with the best equipment possible.

In the days before the civil war Mr. Royle was employed by Heber Wells, who made engraver's boxwood blocks and did routing for the trade at 90 Fulton street, New York City. Later Mr. Royle went with Vanderburg, Wells & Co., 18 Dutch street, where he had charge of the engraver's wood department. At both places he frequently worked on the routing machines himself. In those days few, if any, engravers owned routing machines, and it was the custom of the trade to send its engraved blocks from far and near to Vanderburg, Wells & Co. shop for squaring and routing.

In 1877 Mr. Royle joined his father and brother in the machine business in Paterson, where his previously gained experience and knowledge was applied to good advantage in the designing and production of a series of routing machines, each one of which was better than the previous one. At the exposition at San Francisco in 1915 Mr. Royle was presented with a gold medal for his inventions and distinguished mechanical achievements.

Today Mr. Royle is the head of John Royle & Sons. The company has just completed an interesting booklet called *Retrospective*, which outlines the progress made by the photo-engraving industry, and the manufacture of supplies and machinery used in that branch of the graphic arts. The book can be had by writing to Mr. Royle.

Publishers Take Notice



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Harrison
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departments

The Regan Printing House has for your service at all hours an organization thoroughly equipped in every way for printing, folding and distribution through the mails. We have the advantage of concentrated specialization. With each branch built up separately and then placed under one management, the results are the best possible. Many years of practical experience have taught us to keep machinery and tools up to the highest standard, so that no time will be lost by our skilled employes. Briefly, we study to avoid all waste in enabling us to produce the best work at reasonable prices.

DETAILED INFORMATION WILL BE PROMPTLY FURNISHED BY

REGAN PRINTING HOUSE
523-529 Plymouth Court CHICAGO, ILLINOIS

Printers' Devils I Have Known

Continued from page 28

Sam was taking it all in while he was supposed to be wielding a broom, Sam's pricked up ears and gaping mouth caused the biggest patron of the office to ask whether that boy was hired to spy and listen, whereupon Sam got his walking papers.

Walter was a born joker. He was always in mischief. He inked the railings on the stairs, nailed bits of wood on the floor to trip the unwary; swiped the apples the girls brought; and raised the whirlwind generally. One noon the itch for work—or mischief—brought him before hours, and he pied a nonpareil case. He didn't mean to, but the young monkey resigned on the spot.

Peter, otherwise known as "the lumberman," seemed all hands and feet. He invariably advertised his presence by a succession of bumps and thumps. Every time he moved something fell down or over, or smashed or crashed, and the poor fellow seemed as much astonished as anyone else by the noise and havoc he unwittingly produced. When he fell over his own feet and broke his arm, however, Peter retired from the printing office for keeps.

Much Like Some Autos We Know

William worked only by fits and starts and sometimes he didn't start at all. One morning he did not appear because he had over-slept and didn't wake up till noon; another day he failed to come to work because he got his feet damp while going home in a shower the night before. On another occasion twins arrived at his home and he was absent for two days to get acquainted with the strangers. So it went, 'til he was told that it seemed a shame for him to work at all, when he always had so many excellent reasons why he shouldn't.

Charles' mother must have had a keen sense of humor, for she had told that her boy was too delicate to do hard work, and must make his living by his pen. The pen may be mightier than the sword, but it wasn't as mighty as Charles' right arm. He seemed more fitted to wield a pile driver than a quill, for he smashed everything he handled. He had the strength of an ox, and put everything in the office out of commission in a very short time. Presses were broken, stove doors wrenched off, forms pied and every piece of machinery in the place suffered from Charles' delicate touch. The boss soon got tired of maintaining an expert machinist on the premises to repair damages wrought by the devil, and so he also was retired.

I might go on thus with the tale of the devils I have known. They are an entertaining lot, and though they sometimes make one forget to be gentle and kind, they at least give one a better insight into human nature, and they almost invariably make a laugh grow where there was but a scowl a moment before.

STANDARD TYPESETTING COMPANY

CHICAGO'S COMPOSING ROOM

Q You may not be interested in knowing that our's is one of the largest and oldest typesetting plants in Chicago, but you are vitally interested in the fact that the dominant aim of the men behind this institution is to make it the most *reliable* and *progressive* in its field.



Can be seen on the job in more than fifty Chicago lino-type plants.

Built for long, hard and hot duty.

Applicable to any line or type-casting machine.

Now applied to Linographs by The Linograph Company

THE CHAPMAN THERMOSTAT

L. M. CHAPMAN

630 Woodland Park, Chicago, Ill.

701 South La Salle Street
Chicago

Phones: Harrison 3570, 3571, 3572

C. & G. Trimmer

*A Composing
Room Saw*

SAWS · TRIMS · MITERS

Made in the following styles:

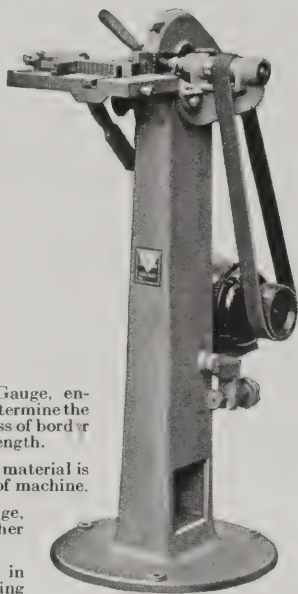
"Ad-Alley Model"

Model No. 1

Model No. 2

Each containing these features:

1. A powerful work-holding vise.
2. Instant set end gauge.
3. Miter Attachment and Miter Gauge, enabling operator to quickly pre-determine the exact adjustment for any thickness of border and miter without reducing its length.
4. Column cannot "clog" as waste material is ejected from side, passing clear of machine.
5. Work is placed in front of gauge, permitting of finer and smoother cutting.
6. Will saw to less than one pica in length by points without adding any attachments.
7. Motor off floor, and fastened to a swinging bracket.
8. Positively fool-proof.



Write the Maker for further information

C. & G. MFG. CO. 538 S. DEARBORN ST.
CHICAGO, ILL.

TELEPHONE: HARRISON 7593

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Insure the most economical power and
control of printing machinery



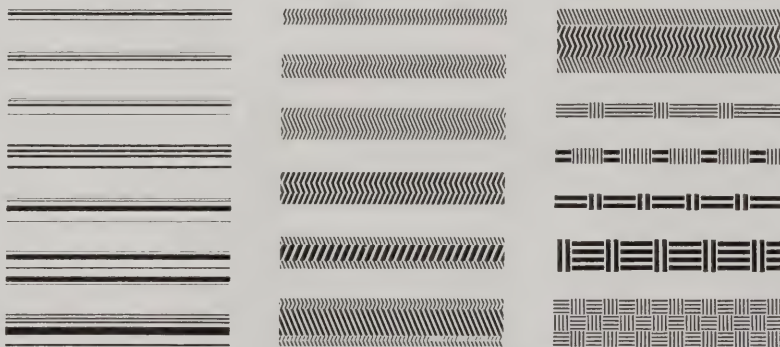
ALTERNATING AND DIRECT CURRENT

*Used by the Best
Known Printers*

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

More than a Thousand Faces—Hundreds of them New—
are Shown in our new Booklet of

Superior Brass Rule



Ask our nearest Branch House to send a copy

Barnhart Brothers & Spindler

Chicago Washington Dallas Saint Louis Kansas City Omaha Saint Paul Seattle

Please mention Ben Franklin Monthly.

Program Convention D. M. A. A.*Continued from page 44*

had in various campaigns. Thomas H. Beck, Vice-President P. F. Collier & Son Company, New York, N. Y. Also Vice-President Crowell Publishing Co.

THURSDAY AFTERNOON

- 2:00 p. m.—“Savings in Printing Direct Advertising Through Standardization.” J. C. McQuiston, Westinghouse, Department of Publicity, Pittsburgh, Pa.
- 2:45 p. m.—“Color and Its Importance in Direct Mail Advertising.” Mrs. Hazel Adler, Authority on Color, Faculty, Cleveland School of Advertising.
- 3:25 p. m.—“Mechanics of Direct Mail Advertising.” Common practices advertising men should know. Where mistakes are made and how to avoid them; 1—Copy and layout; 2—Composition and cuts; 3—Uses of type; 4—Expression of type; 5—Paper; 6—Problems of the printer. J. Linton Engle, President United Typothetae of America, Philadelphia, Pa.
- 4:00 p. m.—“Photo-Engraving.” Its relation to direct advertising and some of the common everyday practices advertising men should know about. C. A. Stinson, President Gatchell & Manning, Inc., Philadelphia, Pa. Also Vice-President American Photo-Engravers' Association.
- 4:30 p. m.—Report of Resolutions Committee. Selection of next convention city. Business Meeting Direct Mail Association.

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Bookbinders and Finishers

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INDEXING
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Good Electrotypes

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Phone Harrison 7185

Chicago Typesetting Company

DAY AND
NIGHT SERVICE

Linotype Composition for the Trade

We make a Specialty of making up Newspapers, Periodicals, Catalogs and Books for Press or Electrotyper. We are prepared to give the highest quality of work.

Phone Harrison 883

Fourth Floor, 727 S. DEARBORN STREET

Uniform Cost System Impossible

Continued from page 27

It must not be understood, however, that in the preparation of these statements, the Research Bureau at the general offices in Chicago has only to receive these statements and compile them into a general aggregate or composite. On the contrary, every statement has to be carefully scrutinized, in many instances corrected, in other instances completely restated and in some instances returned because of incomplete data before they can be put together in the composite. In other words, in a large number of these statements, reaching into hundreds, submitted for the year 1920, only one statement was found absolutely correct and requiring no correction whatever.

Our experience with the monthly statements submitted shows an improvement, particularly in the case of those local organizations which maintain local cost statistical bureaus operating under the supervision of our supervisor of accounting. In summarizing the results of the installation and operation of the Standard Cost-Finding System for printers in the plants of the members of Typothetae, we may say that in its usual or average application, the system in both big shops as well as in small shops is not absolutely accurately used in accordance with the standard principles set forth in the treatise. When I make this statement I am making it to an audience of accountants who are desirous of knowing with scientific accuracy, the facts, but I do not wish to be misunderstood. While a great many of these systems do not absolutely conform they do not deviate so far from accuracy that they are not practical or even comparable. On the other hand, they so nearly approach the ideally perfect system and in some instances do so absolutely conform, that they are considered sufficiently accurate for the purposes intended.

Standard Cost System Printers' Boon

All of which brings us to a consideration of the benefits of a Standard Cost-Finding System and following what I have just said above, I now want to emphasize the fact that with all its inaccuracies, the Standard Cost-Finding System for printers has been of the most wonderful benefit to the industry in general. It has established standards of cost both local and international for the guidance of members. It has been the means of enabling members to predetermine the set-up costs that have enabled them to estimate more accurately in advance work on which quotations were desired. In other words, it has made possible the bases of estimating and a Standard Guide which has done wonders in making the printing industry profitable. In this respect it has aided materially in checking ruinous competition. It has set many struggling businesses on their feet, both large and small. It has become the chart and compass of many a successful business that prior to the installation of the cost system had been a failure.

I believe that the Standard Cost-Finding System for printers might have failed as an undertaking had a strict adherence to the theoretical (accuracy) been insisted upon at all times in the beginning, rather than that there should be a combination of the theoretical with the practical (benefits). Cost accountants must be practical in their work; they must be content to take a step at a time. They cannot make thorough and accurate cost accountants over night out of proprietors, for instance, who have come into the business through the factory. Furthermore, cost accountants must study the peculiarities of the business; they must listen to the men who are actually in the industry and ascertain from them the many little peculiarities that characterize and distinguish the business from other businesses, and after having ascertained these

peculiarities they then should apply their theories and their science in such a way as to bring the practical operation of a business as closely to the theoretical and scientific in cost accounting as possible.

I believe that we might have failed in our work had the industry itself not been sold on the desirability of cost finding. The proprietors, the managers, the superintendent and the foreman, and even the men themselves have had to be sold on the desirability of cost finding. So far has this gone, that in one or two cities one of the unions has refused to furnish men for plants unless those plants operate the Standard Cost-Finding System.

Accounting System Also Essential

In considering some of the lessons learned in our experience with the Standard Cost-Finding System for printers, I think the first things we are apt to realize are the shortcomings of a Standard Cost System when operating as such and alone. For instance, we realize that the Standard Cost-Finding System, even though it may be kept accurately and in accordance with the principles and rules, and even though it gives us the month's actual costs, does not give us a cost usable for that month. I have already referred to the monthly statements of costs and have set forth as one of the fundamental principles of the system the fact that the average costs for the preceding twelve months are to be regarded as the normal costs. Let us rather regard these normal costs as predetermined or "set up" costs when we come to apply them in any current month to ascertain the cost of a certain piece of work during that month. We have no means of knowing what the actual costs are during a month until the month closes, therefore, we are forced to use an average or a normal or a set-up or a predetermined cost, by whatever name you may choose to call it. It is, of course, impracticable to hold the invoices on all work done during the month until the close of the month in order that they may be billed at the month's actual cost, therefore, in the operation of the Standard Cost-Finding System for printers, the principle is set up that the cost of the work for any month shall be determined on the basis of the average cost for the preceding twelve months. This, of course, creates a discrepancy at the end of the month in that the profits shown by the cost system are not the profits actually shown on the books of accounting. This was early recognized by our Cost Committee as being a serious drawback to the cost system. In 1916, the Committee on Education of the U. T. A. was instructed to perfect a Standard Accounting System that would interlock with the Cost System. This system, known officially as the Standard Accounting System for printers interlocking with the Standard Cost-Finding System was formally approved and adopted by the organization in September, 1918. This interlocking system provides for a reserve for overhead to which is charged or credited, as the case may be, any credit balances or debit balances in the factory accounts arising between the credit side of the factory accounts, which represents the cost of the sales computed on the basis of the average or set-up cost and the debit side of the factory accounts, determined by the actual expenses of the department for the period. This "reserve for overhead" acts as a compensating element in bringing the level of actual costs and the level of set-up costs as near to equilibrium as possible.

So successfully has this interlocking system worked that the charges to and from the "reserve for overhead" have been reduced to so small a degree that they do not affect the hour costs the fraction of a cent. In this way, the hour costs are maintained at so nearly the actual costs

during anything like normal operation that the discrepancies between the profits shown by the cost system and the actual profits in the business, shown by the books of accounting, are wiped out. I, therefore, firmly believe and unhesitatingly assert that the only possible chance to obtain real or actual costs is through absolutely interlocking the cost system into the general accounting system. *I am prepared to go even further* and to say that *there is no such thing as a cost system*—rather let us hold that the Accounting System should be so amplified as to determine the actual unit of cost.

Another lesson that we learned early, in connection with the operating of the Standard Cost-Finding System, is that a cost system which obtains only units of costs goes only half way. Such data is of little account unless they can be applied to the unit or record of production for the unit covered by the cost. This is well recognized by the leaders in cost work in our industry but they also recognize that it would be impracticable to attempt the installation of cost systems and accounting systems and systems for accumulating records of production all at one time. We have been contented, therefore, to first install the cost system, second, to induce our members to use the interlock and eventually it will be necessary for us to undertake the operation of the other half of the cost system, the collection of records of production. I would say, therefore, that the most accurate and thorough conception of the so-called "cost system" must find not only the "unit of cost" or the "cost of the unit" but must also ascertain the "production of the unit."

Uniform Methods for Several Industries Impracticable

In considering the possibilities of uniform methods and standard cost systems, I am led to believe from observation and experience that uniform methods are possible in one industry but uniform methods covering several industries I do not think practicable or even possible. The same is true of the Standard Cost-Finding System. A standard system is possible for one industry but a standard system is not possible for serving several industries. Perhaps the nearest approach to universal standardization of finding costs may be a standardization of the *principles* of cost finding but I am inclined to think that in our long, long effort to reach such a millenium we shall have lost the beneficial results to our respective industries which a simple, common-sense, practical, individual-industry system would bring if sympathetically installed and operated without waiting for the ideal of universal standardization.

Just as different commodities require different *methods* of manufacturing, so these different *methods* of manufacturing require different *methods* of accounting, but the *principles* of accounting are the same in each case. They are the very laws governing the science of accounting—they are based on fact, truth, right and justice. The *principles* will remain steadfast but the *methods* of applying these *principles* or *laws* must and will vary with different industries just as the industries themselves vary with one another.

Why then seek *universal uniformity* and *standardization in methods*? We have *universal principles* in accounting, though all of us have not come to fully acknowledge just what they are. Why not rest there and rather devote our energies to the specific problems of each particular industry. Let us each survey our own industry to ascertain just what are the peculiar conditions surrounding the accounting problems in that industry. The conditions once known, let us set before us the fun-

damental principles of accounting—the universal principles, if you please—then apply this standard of measurement by whatever methods possible and practicable in order that we may obtain intelligent, understandable and profitable results for our establishments and for our industries. In other words, let the accountant in his capacity of an industrial engineer apply the universal principles of his science to the accounting problems of his industry, in whatever methods the conditions seem to indicate, in the same manner that the chemist applies his re-agents to effect certain results. If he will do this by keeping ever before him the laws of his science, forgetting his own whims and fancies and pet devices, not only will he exemplify a true professional spirit but he will advance the dignity and importance of the great profession of accounting to a degree much desired but long sought for by commerce and industry throughout the world.



Stop Your Losses

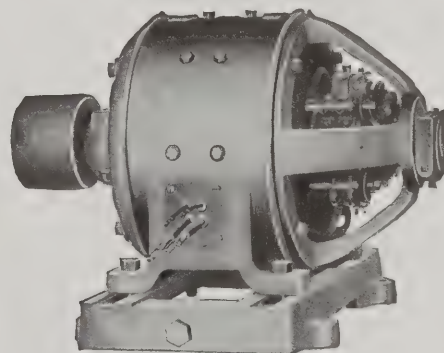
If you have any trouble with your plates or suffer from poor delivery

TRY OUR SERVICE

Schroeder Bros. Co.

ELECTROTYPERS · NICKELTYPERS · ENGRAVERS
120-124 W. Polk Street CHICAGO
Phone Harrison 6062

STOP! LOOK! LISTEN!



See one of our equipments operating the Harris Offset Press at the exposition. Complete electrical equipment furnished and installed for any machine used in the printing trades.

A special department for repairs and maintenance. Service you will like. Wiring by *electricians* who know how.

Hyre Electric Company

619 South Dearborn Street

Harrison 1182

Periodicals Get Better Mail Service

POSTMASTER GENERAL HAYS announced last month that beginning October 1 the postoffice department would re-establish the practice of shipping all monthly, semi-monthly, and bi-weekly periodicals by mail instead of by freight. This will speed up the delivery of these periodicals to subscribers.

By handling these periodicals in the regular space with the regular force and equipment, approximately \$268,000 a year can be saved in force, rent and drayage. It will also relieve some valuable space in postoffices.

At the time the freight shipment plan was adopted in 1911, mails were handled entirely on the weight basis, and the difference in cost of transportation by freight and by passenger trains, was material. It was estimated at that time that there was a substantial saving a year to the department by the freight method.

Since the inauguration of the freight handling plan, the basis of railway pay has been changed from the weight to the space method, and transportation charges by freight have steadily increased.

"Since conditions are now the reverse of what they were in 1911, with little difference in the cost of transportation between freight and mail train, and an added expense for handling these periodicals outside the regular equipment, together with the fact that the freight shipment plan offers inferior service, we can no longer defend this method of handling periodicals," says Postmaster General Hays.

The number of publications affected by this change will total almost 1,000.

Your Customer's Mailing List

Continued from page 31

ing won't go to bookkeepers, street cleaners, billing clerks and stenographers. And if they add to their stock a line of tailored suits for women, they won't make the mistake of putting their advertising before a heterogeneous collection of persons, including mail carriers, wash-women, bill collectors and motormen, and perhaps a few young women who actually do wear and can afford to buy tailored suits.

The trade journals of the country have made it possible for national advertisers to reach definite classes of men, whose wants are identical. It is high time that the printers of the country did locally what the trade papers have done nationally. And the local effort can be much more thorough than the national has been.

What would a list of prospective June brides be worth to the local furniture dealer and jeweler? This is one instance out of hundreds.

One of the tenets of salesmanship is to put yourself in the other fellow's place. But how can an advertiser get the other fellow's viewpoint when the "other fellow" is made up of thousands of men or women with varying occupations and aims? To get his attitude and needs becomes easy when the "other fellow" is divided into classes.

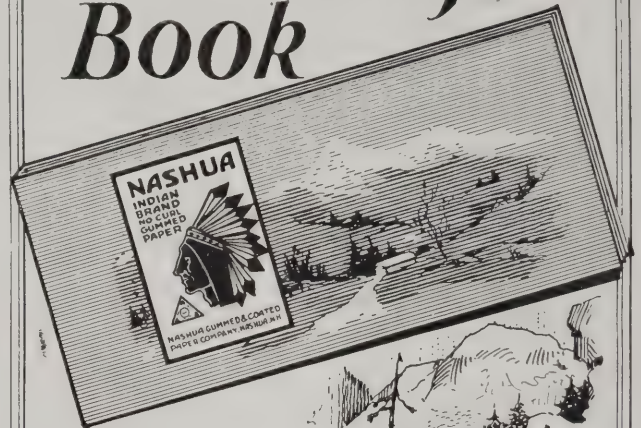
Direct-by-mail is the only kind of advertising which enables the advertiser to select his audience and apply the one argument that will win that audience. Tell your local advertisers about this—and then make it possible for them to do the selecting.

Next Number Features U.T.A. Convention

THE November issue of BEN FRANKLIN MONTHLY will contain a complete account of the U. T. A. Convention in Toronto as well as a report of the Springfield Direct Mail Convention. Watch for it. Special articles by well-known writers also will be carried.

Buy now and be ready for business when business comes.

New Sample Book



NASHUA INDIAN BRAND NO CURL GUMMED PAPER

A new sample book not over-elaborate or cumbersome in size or bulk, but conveniently and attractively arranged, showing the full stock line of Nashua Indian Brand No Curl Gummed Paper.

Of the paper itself little need be said, as in every printing plant in every state in the Union this paper is recognized for its exceptional qualities.

Feeds into the press absolutely flat, and under the most adverse climatic conditions the run goes thru at top speed.

The many different grades meet every requirement, from the cheapest "sticker" work to the finest half-tone color printing.

Probably you specify Indian Brand on every job and know the line so well that you don't need a sample book—nevertheless, there is a new one here—

Waiting for you to say, "Send it along."

NASHUA GUMMED AND COATED PAPER COMPANY
NASHUA, NEW HAMPSHIRE



Program U. T. A. Convention

Continued from page 33

- 9:35 a. m.—Invocation, Rev. Dr. F. W. Fallis, Methodist Book Room, Toronto.
- 9:40 a. m.—Address of welcome by His Worship, T. L. Church, mayor of Toronto.
- 9:50 a. m.—Address of welcome by Q. B. Henderson, president of Toronto Typothetae.
- 10:00 a. m.—Response by President William J. Eynon.
- 10:10 a. m.—Reading of minutes of previous convention by Secretary Edward T. Miller.
- 10:15 a. m.—Annual address of the president, William J. Eynon.
- 10:55 a. m.—Annual address of the chairman of the executive committee, L. Linton Engle.
- 11:15 a. m.—Annual address of the secretary, E. T. Miller.
- 11:35 a. m.—Address, "Typothetae from the Fieldman's Viewpoint," Field Secretary F. W. Randolph.
- 11:55 a. m.—Address, "Lighthouses for Printers," Assistant Secretary J. G. Wallace.
- 12:10 p. m.—Address, "What's the News?" W. R. Colton, director of the department of research.
- 12:25 p. m.—Address, "Marketing the Product," Noble T. Praigg, director of the department of advertising.
- 12:40 p. m.—Address, "Industrial Statistics, a Safeguard Against Trouble," F. A. Silcox, director of the department of industrial relations.
- 12:55 p. m.—Appointment of the nominating committee; appointment of the committee on resolutions; announcements.
- 1:00 p. m.—Recess until 9:30 a. m. Wednesday.

WEDNESDAY MORNING, OCTOBER 19

Second Open Session, New Ball Room

- 9:30 a. m.—Convention called to order by President William J. Eynon.
Announcements.
Report of committee on credentials.
Report of committee on nominations.
- 9:45 a. m.—Address, "The Specializing Member and His Problems," Frank M. Sherman, director of the department of specialized branches.
- 10:00 a. m.—Address, "Ninety-seven Per Cent vs. Three Per Cent," Henry P. Porter, chairman of the committee on education.
- 10:45 a. m.—Address, "Putting Vocational Training Across," Layton S. Hawkins, director of the department of education.
- 11:00 a. m.—Address, "Education and Better Craftsmanship," Harry L. Gage, of New York, former director School of Printing, Carnegie Technical Institute.
- 11:15 a. m.—Address, "The Long Price List," W. V. Parshall, executive committeeman, Sixth District.
- 11:35 a. m.—Address, "The Long List from the Printer's Standpoint."
- 11:50 a. m.—Address, "The Long List from the Paper Merchant's Standpoint."
- 12:15 p. m.—Discussion.
- 12:30 p. m.—Address, "Greater Co-operation, More Business," E. W. Houser, past president American Photo Engravers' Association.
- 12:45 p. m.—Address, "Why the Newspaper Publisher and the Commercial Printer Should Co-operate," Frank E. Gannett, editor Rochester *Times-Union*.

Continued on page 72

Superior Bond

A Bond Paper is usually sold on what it appears to be today. But it is well to recall what it has been in years past that you may know what to expect in the runs that are to come.

It is pleasant and reassuring for you to remember that Superior Bond has always been a dependable value.

We pledge it to remain so.

**MIDLAND
PAPER CO.**

322 W. Washington Street

CHICAGO



M. Goldschmidt & Co.

PRINTING PRESS EQUIPMENT

—FURNISHED AND INSTALLED—

GENERATORS	} Bought Sold Rented Exchanged
MOTORS	

ARMATURES	} Rewound
STATORS	
ROTORs	

COMMUTATORS	} Made
COILS	
CARBONS	

**IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU**

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

Program U. T. A. Convention

Continued from page 71

1:00 p. m.—Recess until 9:30 a. m. Thursday.

THURSDAY MORNING, OCTOBER 20

Executive Session, New Ball Room

9:30 a. m.—Convention called to order by President William J. Eynon. (Only members holding proper certificates of registration are entitled to sit in executive sessions.) At the adjournment of the executive session the doors will be thrown open to all guests and visitors. Pages will announce the open session in the lobby and on the mezzanine floor.

Final Open Session, New Ball Room

Address, "How Typothetae Revealed Itself to the Brooklyn Printers," Einar Schatvet of Brooklyn, N. Y.

Address, "How Printed Salesmanship Has Built Bigger Business in Canada."

Address, "The Elimination of Waste in the Printing Industry," John H. Williams, of New York, industrial engineer who investigated the printing industry for the Federated American Engineering Societies.

Annual election of officers.

Unfinished business.

New business.

Adjournment.

Program of the Tenth Annual Convention, Employing Printers' Association of America, Toronto, October 17 to 19

MONDAY, OCTOBER 17

9:30 a. m.—Registration of members, visiting Open Shop employers and members of the National 48-Hour League.

6:30 p. m.—Dinner meeting of the board of governors in Room "G".

TUESDAY, OCTOBER 18

No definite program outlined. To be arranged later.

WEDNESDAY, OCTOBER 19

2:30 p. m.—Annual session of Employing Printers' Association of America, to which are invited all Open Shop employers and members of the National 48-Hour League.

ORDER OF BUSINESS

Meeting called to order by the chairman, F. M. Vawter.

Annual report of the chairman, F. M. Vawter.

Annual report of the secretary, J. M. Vollmer.

Appointment of committees—Committee on credentials, committee on resolutions, committee on nominations, committee on membership, committee on constitution and by-laws.

SPEAKERS

"What the Employing Printers' Association of America Has Accomplished," by T. E. Donnelley.

"The Future Work of the Organization," by E. M. Lent.

"The Work of the Forty-Eight Hour League," by R. T. Deacon, vice president.

"The Necessity for Future Co-operation," by A. W. Finlay.

4:30 p. m.—

BUSINESS SESSION

Reports of committees.

New business.

Unfinished business.

Election of officers.

Adjournment.

Program for Meetings of Secretary-Managers' Association

E. P. Mickel, of Nashville, president of the Secretary-Managers' Association, announces the following program for the meetings of that body:

WEDNESDAY, OCTOBER 19, 2 P. M.

Banquet Room, King Edward Hotel

Opening remarks, President E. P. Mickel.

District reports, District Vice President.

Five minutes each.

OUR FIELD OF WORK

"Building Men," Oliver Wroughton.

"Selling U. T. A. to Our Young Men," George J. Anderson.

"Encouraging the Promotion of Business," George A. Heintzemann.

"The Ultimate Result," Don V. Gerking.

GENERAL DISCUSSION

Dinner 6:30 p. m., King Edward Hotel.

THURSDAY, OCTOBER 20, 9:30 A. M.

Banquet Room, King Edward Hotel

"Your Job and Mine," Edward T. Miller.

"The Printing Industry and Others (Pie Charts)," Francis H. Bird.

"Solidifying the Membership," Richard H. Moore.

SERVICE—WHAT IT MEANS

"Fifteen Varieties," Edgar E. Nelson.

"Baltimore and the Bible," John C. Hill.

"Four-track Activities," John W. Marder.

"Almost 100 Per Cent," Alvin S. Dunbar.

GENERAL DISCUSSION

"Some Secretaries I Have Met," F. W. Randolph.

Typothetae Secretaries' Conference

MONDAY, OCTOBER 17

Chairman, F. W. Randolph, Field Secretary U. T. A.

LOCAL SERVICE

Employment Bureau, Chas. G. Ward, secretary Buffalo Typothetae.

Cost Service and Cost Statistics, Don V. Gerking, secretary Detroit Typothetae.

Visiting Bookkeeping Service, S. C. Flinn, cost accountant.

Waste Paper Service, Geo. J. Gesellschaft, secretary Springfield, Mass., Typothetae.

Estimate Interchange, W. G. Penhallow, secretary Milwaukee Typothetae.

Credits and Collections, Alvin S. Dunbar, secretary Columbus, Ohio, Typothetae.

Typothetae Secretaries' Conference

TUESDAY, OCTOBER 18

Chairman, John G. Wallace, Assistant Secretary U. T. A.

INTERNATIONAL SERVICES

How the Local Can Help Its Members in Advertising, Noble T. Praigg, director department of advertising.

Local Application of Industrial Relations Service, F. A. Silcox, director industrial relations department.

Practical Aid to the Local in Its Educational Work, L. S. Hawkins, director educational department.

Service to Local Groups of Specialists, Frank M. Sherman, director department specialized branches.

Stabilizing Local Competition via the Standard Guide, Geo. N. Voorhees, assistant director department research.

Local Members Have Problems for Research, W. R. Colton, director department of research.

If I Were a Printer, I Would—

Continued from page 29

be black. Here are no letters out of line and no cold metal nor “let” for “left”, or at least I have been able to find none. The book is entirely without adornment except in the 400 illustrations, discussion of which form the text. They are beautiful beyond expression and obviously the book’s reason for existence, but it would be a beautiful work without them. They have not been placed there to make the typography bearable to the eye. Pages on which there is no illustration are beautiful pages because the type-faces are beautiful, the ink is beautiful and the arrangement is beautiful. The book is the work of an artist, or more properly of a number of artists.

Although Pennell says some things in his book which bear a tinge of bitterness toward the commercialism of the modern printer, he has this to say about the men who worked with him on his book, and if I were one of those men, I think I would have a greater feeling of pride than if he had said that I had helped him make the book a financial success:

“I wish to exempt the publishers, The Macmillan Company, and the printers, the Franklin Printing Company, who have aided me, from any charges I have made against some American printers and publishers. They have worked well and faithfully for the book and allowed me to work with them—the only way in which good work ever has been done, ever can be done, ever will be done . . . and I have worked with them. And for this reason I wish to thank Mr. Kittredge and his staff, . . . and the pressmen under Mr. Laughton, who took a personal pride in their work and have made a volume which, despite its defects, we are proud of, and it is a credit to American printing. The presswork is certainly the best that has been done in the United States in a book of this sort. It has been a labor of love to work with such workmen—workmen who have cared for their work.”

There is the secret of beautiful printing—in Mr. Pennell’s last phrase. I would not be a printer unless I loved my work, and if I loved it I would not intrust it to men who could be careless of it.

I began this series of articles with two discussions of the working man, because without good workmen no working enterprise can succeed, and here (and doubtless through whatever else I may write on the subject will run the same thought, in the hope that I may convince some one who matters that the printing industry is not giving enough thought to its workmen today) I must go back to the subject of my first article—the relation of the employing printer to the men already in his plant, and to the subject of the second—the attitude of the employer toward recruits to his business, and say that if I were a printer I would not hire men to work in my plant who did not have a love for beautiful printing, and once hired I would not keep them unless they cared enough for the work they were doing to turn out printing which would be indelibly marked as art rather than the mechanical manufacturing of artisans.

Lift Trucks Save Money

THE Gaw-O’Hara Envelope Company, in a recent article in *100%* declared three lift trucks used in moving the paper it uses save the company well over \$3,000 a year, and replace two men who would be required if the old style stationary trucks were employed. The company uses six carloads, or from 210 to 240 tons of paper each month.

The manufacturer appreciates your telling him you saw his ad.

FRONTIER BOND



A
Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

.....
A Trial Will Convince You
.....

**La Salle Paper
Company**

171-173 N. Dearborn St.

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Telephone RANDOLPH 3640

Printing Products Corporation

Successor to the Good Will, Printing Equipment and Organization of

ROGERS & HALL COMPANY

You Have a
Standing Invitation to
Call and Inspect
Our Plant
and
Up-to-date Facilities

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands

One of the largest and most completely equipped printing plants in the United States.

Day and
Night Service

The best quality
work handled
by daylight



Printing and Advertising
Advisers and
The Co-operative
and
Clearing House
for Catalogues and
Publications

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications. Our interest in the success of every legitimate business and publication prompts us to offer our assistance in every direction that appears practical and possible, and we invite suggestions, with a view of making our service most valuable.

CATALOGUE and PUBLICATION PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Such Printing as

Proceedings, Directories, Histories, Books and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING
(Linotype, Monotype and Hand)

PRESSWORK
(The usual, also Color and Rotary)

Binding
(The usual, also Machine Gathering, Covering and Wireless Binding)

MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Proper Quality

Because of up-to-date equipment and best workmen.

Quick Delivery

Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.

(We are strong on our specialties)
(Particularly the Larger Orders)

USE NEW TYPE

For CATALOGUES and ADVERTISEMENTS

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only, unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces

We have a large number of Linotype and Monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

Binding and Mailing Service

We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our binding and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

Polk and La Salle Streets, Chicago, Ill.

TELEPHONE WABASH 3381—LOCAL AND LONG DISTANCE

TRIMOSAW SHOPS

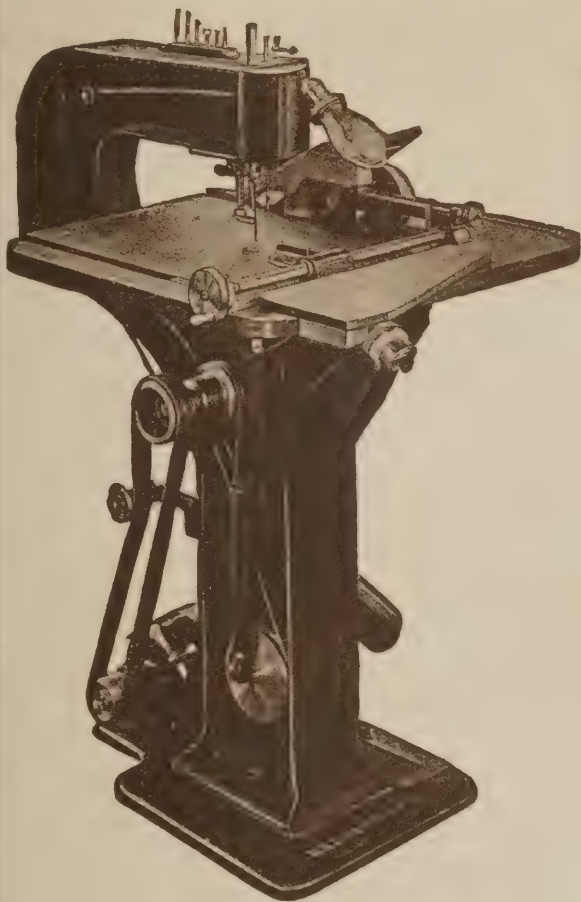
Operating Day and Night

TRIMOSAW SALES

Three Times Production Capacity

TRIMOSAW ADVERTISING

Discontinued During August and September
to Stop the Flood of Orders



"TRIMOSAW" complete with Drill,
Router and Jig-Saw Head

Manufactured and Distributed by

HILL-CURTIS Co.
MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881
KALAMAZOO MICHIGAN

TRIMOSAW

TRIMOSAW Position

Declared the unquestioned leader by
several thousand practical printers.

(Not one dissenting voice—100% unanimous)

TRIMOSAW Prices

On introductory basis, while present
allotment lasts.

Your TRIMOSAW

If you act promptly, can be had on
the present introductory price basis.
Allotment of 150 TRIMOSAWS at
cost is going fast.

Only 71 remain.

N. B.—Some good territory still open for high-grade sales representation.

AN OPEN LETTER

REPRINTED FROM PRINTOLOGY BY PERMISSION REGAN PRINTING HOUSE

THE Scale Committee of Chicago Typographical Union has formulated and presented to that organization for consideration a scale of \$60 for a forty-four hour week, day work, and forty hours, night work; third shift, five nights of seven hours each. Other provisions include schedules for overtime and pay for holidays, and many changes in working conditions which would add considerably to the cost of our product.

The Regan Printing House, the Peterson Linotyping Company and the Steere Bindery, operating under one management, employ members of the Union exclusively and their relations have been harmonious and friendly. It has been the policy of the allied companies not only to give due credit to their employes for efficient co-operation, but pay schedules always have been liberal, and often exceeded those established for similar work in other printing plants in Chicago. We do not believe we can be accused of niggardliness in the treatment of our working force. Top wages, excellent working conditions and considerate treatment spell good business. These have been and always will be the standard set by this plant.

We have seen the work-day reduced from ten to nine hours; from nine to eight; from eight to the forty-four hour week. Wages have progressed from \$18 for sixty hours to \$46.65 for forty-four. Friendly conference or arbitration has characterized negotiations in each case. The Union demands usually were possible of adjudication, although ours was the difficulty of justifying each increase to the buying public. Still, we succeeded, taking up a part of the extra cost of printing by installing new and expensive equipment. The point we wish to emphasize is, seldom was it possible to charge to customers the cost of each change in the scale—whether hours or wages—but a part of the extra cost was absorbed by the Company through organization methods and improved processes.

Printers require not only a living wage, but a saving wage. So does industry. To pay high wages, the plant must employ executives at salaries commensurate with their ability to sell the product of the well-paid workers, to plan new methods, and to establish a reserve for the purchase of equipment to carry into successful operation the plans and methods of the executive force.

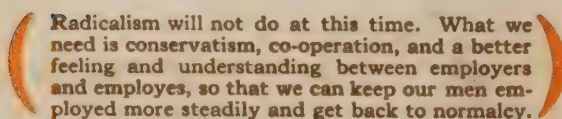
Today the printing industry finds itself mechanically equipped to supply war-time needs. If the industrial situation were such as to require maximum production, the situation of the printer would be a normal one. With linotypes, presses and binding equipment running to capacity, the industry could and would right itself. But we are over the peak. During the last year competition has been exceedingly keen among employing printers. The trade has sought to maintain plant organization, and each company has endeavored to keep a maximum number of workers on its payroll, hoping from week to week that work would come in. Work comes, when it does, by fits and starts—the most expensive way of operating a plant, as even the most unthinking worker knows. Both employer and employee face a fitful and declining market.

What is the answer?

There is no possible way for the employers to grant the Union's proposed demand for an increased wage scale. The employers can and will meet the representatives of their employes' unions and tell them why they cannot meet their demands. But we may as well get down to brass tacks at once: An increase in existing scales is an impossibility under present conditions. It cannot be paid, because the industry has no chance to recoup itself either through volume or character of work now in sight or possible of anticipation.

The closed-shop division of the Franklin Typothetae of Chicago is one of the few remaining organizations willing to continue relations with the allied trades unions *provided* a scale can be negotiated that is based on the actual conditions confronting us.

Chicago closed-shop employers are facing competition from St. Louis, Cleveland, Cincinnati, Milwaukee, the Twin Cities, Detroit, and other cities where the open shop working forty-eight hours has been established and where the union men are still out; and in Chicago itself, according to statistics gathered by a reputable bureau, approximately 60 per cent of the printing comes from open shops working forty-eight hours or more per week. The closed shops producing the remaining 40 per cent still employ union labor. Is this the time to attempt to make it impossible for them to continue to do so?

 Radicalism will not do at this time. What we need is conservatism, co-operation, and a better feeling and understanding between employers and employes, so that we can keep our men employed more steadily and get back to normalcy.

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Ben Franklin Monthly



Vol. XIX

NOVEMBER, 1921

No. 2



REQUIRES NO EXPLANATIONS

CHICAGO PAPER CO.

CHICAGO AGENTS

MADE BY

NEENAH PAPER CO.

NEENAH, WIS.

WRITE FOR SAMPLES



VISITORS at the printing trade conventions and exhibitions this year have been amazed at the quality of work shown in the exhibits of Linotype Typography. They have realized as never before the high place the Linotype has won for itself in the book and job field as the means of combining economy and speed in production with a typographic quality equaled only by the best hand-composition.

Linotype Typography is more than a mere trade name. It is a complete typographic system, founded on sound artistic principles and offering to craftsman and master printer alike the medium in which each can express his skill and intelligence to the best advantage. It is the one system that gives the printer the complete typographic equipment he needs with the maximum of economy in its production.

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Ben Franklin Monthly

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No. 2

TWO notable events occurred last month. One was the 35th annual convention of the United Typothetae of America held in Toronto the third week and the convention of the Direct Mail Advertising Association held in Springfield, Mass., the fourth week. Both events were notable because of the attendance at a time when adverse financial conditions and other problems of weight might keep most printers away did they not have vision enough to see that such meetings and such conferences would repay them many fold.

Both conventions were well worth attending. Both were an inspiration to cleaner business methods, better craftsmanship and more wholesome fellowship. Those who did not attend lost many ideas that could be turned into money, but thanks to the trade press, much that was of importance is still available, for in their columns will be found accounts of all that happened.

BEN FRANKLIN MONTHLY regrets that it has not space enough to tell of everything that occurred. To "cover" the Toronto convention alone would have required a three-hundred-page magazine in-

stead of an eighty-page one. However, it has endeavored to tell of the more important events at both Toronto and Springfield and will have more to say about the Springfield meeting in its next issue.

In its selection of addresses to be reprinted it has been guided by the thought that all of its readers are not Typothetae members, and it has endeavored to give those articles which will interest all. It recommends especially the report of the American Cost Commission on page 46, the address by Harry L. Gage on page 35, and that of W. R. Colton on page 34. These, in addition to the regular articles this issue carries, should prove themselves worthy of the earnest attention of every reader.

And now one word more—this time to those readers who belong to the United Typothetae of America. The officers of your association and the Executive Committeemen selected by you at Toronto

and named on this page need your support through the year 1921-22. You can aid your organization by telling them what you think should be done and how. They need your support. Give it to them.

Officers of the U. T. A. for 1921-22

President—J. LINTON ENGLE, Philadelphia.
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Treasurer—FRED W. GAGE, Battle Creek.
Vice-Presidents—GEORGE K. HORN, Baltimore;
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16th District—W. W. SOUTHAM, Montreal.
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18th District—J. C. NICHOLSON, Vancouver.
19th District—G. F. KALKHOFF, New York City.
20th District—L. C. ROGERS, Chicago.

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Fewer Calls Mean More Orders

Customers Will Be Glad to See You When Every Call Is Made With One Definite Idea in Mind

By WILL G. CALDWELL

HUNTING for a lead for my article this month, I called on the stationery and printing buyer of one of the largest railroads in the country. He buys everything, from suburban tickets and tariffs to the finest of their resort advertising literature. Naturally, hundreds of printers are after his business.

I asked him if many printing salesmen left a definite impression on him.

"About one per cent of them," he answered with a trace of sarcasm in his voice. "Nine out of ten of the men who come in here after some of my work don't even know what kind of work their plants are best fitted for. As a matter of fact, there are few plants in the country, if indeed there is a single one, that is fully equipped to handle all of the various classes of printing used by this railroad. Not long ago I wrote one of our regular printers for a price on next year's supply of annual passes. The price they quoted seemed out of line, so I started to get prices from other concerns.

All Make the Same Claim

"Every salesman that came in for the next few days was given an opportunity to submit a price. With one exception, every salesman that called assured me that his shop was well equipped to handle this particular job. Men whose shops specialized in the finest direct mail and booklet work seemed to think they could handle the job as well as a shop that was specially equipped.

"They were glad of an opportunity to submit a price on anything. They should have had the backbone to tell me that this particular job was entirely out of their line."

"Don't most of the salesmen who call on you come in to see about some particular job or some special class of work?" I asked this printing buyer. "Not by a darn sight," he answered. "They just come in to see if I need any printing today." And there was fine sarcasm in his voice as he said it.

Perhaps this buyer was exaggerating the case to some extent, but we must all admit that many of us make call after call with nothing definite in mind.

A Detroit printer recently made a test of the work his men were doing. First, he had them list every call they made. Each morning he devoted a few minutes to each salesman to go over every call in detail.

Calls Made for Indefinite Reasons

The first question he asked the salesman was, "What did you go to see this man for?"

In only exceptional cases did the men have a definite answer for this question. Usually they said something like this, "Well, I heard he was a big buyer of printing and I just dropped in to see if we couldn't get a share of his work" or, "I saw that job he got out last month and I thought I would go in and see if we couldn't get a chance at the next job he had up."

The Detroit printer realized that although the men were all working hard and taking good care of their old customers, few of them were making the best use of their time and calls. He said to them one morning, "Now, boys, from today on we will not make a call on a single customer or prospect except for one or two reasons. First,

we must have a request to call, or, second, we must call with a definite idea in mind. We must either know that he is in the market at the present time or we must go to him with a creative idea. From now on, there will be no other excuse to call on a buyer."

One of the salesmen spoke up. "How are we going to know whether a man is in the market except by calling to find out?"

"In the first place, we should have a record on all the firms we do business with," said the boss. "We should know what they are using. Then we can call with a definite suggestion, using this suggestion as an excuse for taking his time. Then we can easily find out when he is going to be in the market."

"How are we going to get a record of what our prospects are using," countered the salesman.

"We can't get a complete record in a week, but we can make a start. Let us all answer half a dozen advertisements in the local newspaper. Get all the trade papers published in town and clip all the advertising that offers to send a free booklet, circular or any kind of printed matter. Then make it a point to get this material. Check up all the advertisements in the telephone directory and clip all that offer to send catalogs or printed matter. Start a file of all this material. When you decide to call on any of these firms, get their present printed matter and go over it for suggestions. Perhaps it weighs a trifle too much to be mailed for one cent. Suggest that lighter stock be used. Possibly he is using enamel stock when he ought to be using some other kind. There is hardly a job of printing ever turned out but that a little thought on it wouldn't offer an opportunity for a real constructive suggestion. Be careful not to 'knock' the other printer's work, or to offend the man who got up the printed matter. But if we handle this proposition tactfully we can create a real impression on every buyer of printing we call on."

Fewer Calls but More Orders

So the plan went into operation. The salesmen made fewer calls but got better interviews. About a week after the plan was in operation one of the salesmen dropped into a garage to see about getting his car overhauled. While there he noticed three unopened envelopes from a local automobile accessory jobber. Asking permission to open them, the garage man told him to take them along, adding that he never looked at the stuff, anyhow.

The salesman reasoned that if one garage man left this mail unopened many others were doing the same thing. The envelope was a regular No. 10 size with a plain return card in the corner. It contained the regular monthly "flyer" of specials offered by the accessory jobber.

The salesman decided that the envelope should contain some kind of a "hook" to cause the dealers to open it up. Looking through the flyers he noticed one contained several assortments of goods at reduced prices. Each assortment was priced two ways—the old price and the special or cut price. Adding up the total of the price reduction of all these assortments, the salesman found that they amounted to \$17.25.

Continued on page 75

Labor Solution Sought By U. T. A.

Toronto Convention Buzzes With All Important Topic. Apprentices, Craftsmanship and Sales Hold Attention of Largest Convention

By J. N. CLIFFORD

WITH the 44-hour week, wages, lack of demand, the long price list and numerous other important topics to be discussed and settled, there can be no wonder that the 35th annual convention of the U. T. A. was the largest that organization has so far held. While economic conditions might be expected to have an adverse effect upon attendance—in other words, the lack of money with which to pay expenses—this was certainly not the case as attested by the representative gathering present. The convention was held at the King Edward Hotel, Toronto, October 17 to 21.

In addition to the convention of the U. T. A., six divisions and three organizations outside of that body met at the same time to discuss problems connected with their work in the Graphic Arts. These included the International Trade Composition Association, the Tariff Printers' Society of America, the Law Printers' Division of the U. T. A., the Advertising Typographers of America, the Secretary-Managers' Association, Employing Printers of America and Employing Bookbinders of America, the last named organization meeting at the Hotel Mossop. Meetings of the Open and Closed Shop Divisions of the U. T. A. to take up labor problems exclusively, were also held.

The King Edward Hotel was the scene of such excitement as it has never before seen. Working exhibits by supply houses took up all available space and included those of such firms as the Mergenthaler Linotype Company, Miller Saw Trimmer Company, American Writing Paper Company, Ludlow Typograph Company, The Intertype Corporation, Miehle Printing Press and Manufacturing Company, which exhibited the new "Vertical Miehle," and others, several of the exhibits being located at the offices of the Toronto Type Foundry Company, Ltd., where a group of printers could be found at any hour—day or night.

What Happened the First Day

The first day, Monday, October 17, was given over to registration of delegates and guests, meetings of the executive committee of the U. T. A., the committee on education, board of governors, U. T. A. secretaries, dis-

trict delegations, demonstrations of local Typothetae Bureau Service, and a banquet to secretaries given by the U. T. A.

The first open session was held Tuesday morning, October 18. At this session the retiring president, W. J.

Eynon, of Washington, told the convention that the big problem before it was that of training apprentices. Mr. Eynon declared Typothetae-trained apprentices would provide a stone wall insurance against "further unreasonable demands on the part of labor unions."

"We will not be called upon to defend the public's rights for a fair day's work in our industry," said Mr. Eynon. "This is one of the great problems of today, and none of us dares shirk his duty in this great undertaking. Until the present time we have been confronted by the restrictions of the unions as to the number of apprentices allowed in a shop; now the pendulum has swung the other way, and we have so large a number of non-union and open shops, in which there are no restrictions, that we have an opportunity to correct quickly this unfavorable situation."

Mr. Eynon was followed by J. Linton Engle, first vice-president, and now president of the organization; Secretary Edward T.

Miller, Field Secretary Fred W. Randolph, Assistant Secretary John G. Wallace, Walter R. Colton, whose address appears in another section of this magazine; Noble T. Praigg, director of the department of advertising, and Frank E. Gannett, editor *Rochester Times-Union*.

Big Men Feature Program

Speakers at the next open session held Wednesday morning, October 19, included Frank M. Sherman, director of the Department of Specialized Branches; Henry P. Porter, chairman of the Committee on Education; Layton S. Hawkins, director Department of Education; Harry L. Gage, Linotype Company; David H. Sloane, secretary National Association of Printing Ink Makers; E. W. Houser, Chicago; F. A. Silcox, director Department of Industrial Relations; W. V. Parshall, chairman U. T. A. Long Price List Committee; E. Lawrence Fell, former president U. T. A., and Henry Upton, Montreal.

Thursday morning speakers included Einer Schatvet,

Continued on page 51



J. LINTON ENGLE,
Philadelphia, New President U. T. A.

What's the News of the Trade

Will Future Inventions Eliminate Printing Entirely? Look Into Future Shows Changes Coming Which Will Revolutionize Industry

By W. R. COLTON*

Director Department of Research, U. T. A.

SIDE by side with the statistical bureau of the U. T. A. Department of Research where, in addition to the costs, are computed all the basic figures of production used for the Standard Guide and for estimating, we have a bureau of technical information into which we are gathering every item that, by the stretch of a vivid imagination, can be conceived to be of value to the printing and allied industries.

Requests Many and Varied

Requests for sources of supply of coin lock-doors, revolving hotel register stands, transparent celluloid, Hubbard ovens, steel chairs or decalcomania, are answered just as readily as are letters asking, "What is the Planograph machine?", "The Manul Process?", "The difference between Collotype, Photogravure and Rotogravure?", or "Where can we send a student to learn Photolithography?"

Now let us exercise our imagination on the possibilities of some of the interesting inventions brought to the notice of the Department of Research in the course of recent investigations.

We are always talking of the problems of the printing industry; let us find the solution of them in this Fantasy, entitled "What's the News of the Trade?"

What's the news regarding printing and its allied industries? First, as to paper. Not very long ago the report of a Fourdrinier which would make a sheet one hundred inches wide, was wonderful news; recently one of our Canadian friends has installed a machine which will make a sheet eighteen feet wide and two hundred miles long, daily. Consider it—eighty-five tons of newsprint per day! It took Dame Nature forty years to grow on fourteen acres of land what this hungry monster devours in twenty-four hours. Our forests disappear to feed our appetite for news. What shall we do when the trees are all eaten up, or must we stop reading lest this evil overtake us?

Substitutes Now Used in Paper Making

Is it news that it may not be necessary to destroy the last tree that we may read the morning paper? A beautifully white sheet is to be had from cotton hull linters. One mill is making a strong fibred paper from saw grass. Some progress is being made in the use of cane. When trees become, through scarcity, too expensive, these other materials will substitute for wood pulp, so, perhaps, our descendants may be able to know what a tree looks like other than by description.

Is it news that only half the bulk of the log goes into paper and the other, held in solution, goes down the stream to spoil the fishing? Is it news that this portion of the tree, which has always been thus wasted, is now found to be of almost as much value as the half used for paper, and is, by some concerns, now being carefully saved and made use of for various purposes?

Since some man cast the first type about five hundred years ago, and spoiled the business of an army of copyists and illuminators, we have progressed but little in typesetting. True a generation ago we substituted reach-

ing on a keyboard for stretching over a case, and we now cast some of our type after setting instead of before. This, with all due credit to the marvelous ingenuity which has given us the Linotype, Monotype, Intertype, Typograph, and all other foreign raphs and types, has not been much of an advance; no new principle is involved. The type has still to be set up, made up and printed, as of yore. We do it a little faster, but it costs us more.

Harsh words, my brethren. But figure it out for yourselves. You will not have to delve into ancient history; most of you can remember the itinerant printer with wondrously dexterous fingers, who used to drift in and ask for a take. Just figure out what his hand composition cost you per thousand some thirty-odd years ago, and compare it with the bill you just received from the trade composition house. How much have you benefited?

No! I am not arguing in favor of the good old days. They have gone and we do not want them back. No, let us go forward, far forward, and dispense entirely with type and typesetting.

Is it news that in 1918 a periodical was printed in New York City without type, by the use of the Planograph machine, an apparatus in which a swiftly revolving wheel printed one letter at a time, making an original proof or print which was reproduced photographically upon zinc for printing?

No Longer Necessary to Set Type

Is it news that the "Bawtree Type Composing Machine," by utilizing a guiding ribbon similar to that for a Monotype, produces "copy" for the photo-engravers, photo-lithographers and photogravure printers without having to set up type or pull transfers? It is based on a step-and-repeat principle, the alphabet being on a circular glass plate which is revolved by a ratchet action bringing the desired letter or character into position for photographing. This machine was on exhibition in London this year and improvements on it are in progress.

Is it news that a page can be reproduced by photography without a camera? This is by the so-called "Manul" process, which consists of preparing a glass plate with a thin and highly transparent coating which is sensitive to light. This plate, when dried, is placed with its sensitive coating in contact with any printed matter it is desired to reproduce. The plate and copy are pressed into intimate contact in a vacuum frame and then exposed to arc light. The result is that the white surface of the paper reflects the light back through the plate whilst the black ink of the printed matter reflects no light. When developed the result is a negative image. The ground, corresponding to the white paper, will then be in hardened gelatin but having no opacity it is necessary to stain the gelatin with a non-actinic dye (say a bright red) so as to obstruct the light, which stained negative is then suitable for printing down on zinc, aluminum or other metal, direct, or for making transfers on photolithographic paper. Now consider a combination of the "Bawtree" process with the "Manul" and see if there is not a chance that the next generation may be relieved from all typesetting?

* An address before the 35th annual U. T. A. convention, Toronto.

Why Fill Another's Prescription

When Your Position Entitles You to Do the Prescribing and Collect the Doctor's Fee Instead of the Apothecary's Tithe?

By HARRY L. GAGE*

THE opportunity to present this paper is the result of a challenge of the standards of the printing industry in general and the U. T. A. in particular. It is my privilege to follow the U. T. A. officials on a program devoted to U. T. A. educational plans and to make unofficial and non-partisan comment.

This is my challenge (and it will be denied by just one group of men). *If the printers of this country had been as alert to the need for sound craftsmanship as they have for the need of business principles during the past twenty years, they would today be leaders instead of followers.* How many printers do not almost daily have a set of specifications thrust upon them? Why must we follow the formulae laid down by our customers, following meekly instead of leading proudly? What inspiration and what profit are to be had in the filling of prescriptions for printing? Ask that one group of men, that group who will deny my challenge. They will tell you why the printer must not, should not and never could lead, why he must follow and why they are perfectly content if he merely follows intelligently. Who are these haughty dictators who make mere mechanics of us, who make us work on materials of their choosing with methods that they indicate? Who, but the tribe of ad-men, the whole race of them: agents, ad-managers, typographers, and designers galore.

Blame Lies Not With Ad-Men

It is a brash thing, these days, to speak harshly of ad-men. To damn them collectively invites a libel suit. But I reserve full rights to be candid about certain types of ad-men, meantime hastening to emphasize that our servitude today is no sly trick on the part of these advertising gentry. When the printer wouldn't or couldn't produce craftsmanship, the ad-man did the next best thing. He hired designers, and illustrators, and type sharks, and he studied papers, and inks, and processes—and, over and above all, he studied how to fit them into his problem and then how to sell them to his client, which was just good business judgment on his part. Since he had taken this initiative, the printer was merely one more servant. The printer filled the specifications, and received day wages for the job.

This is not a plea for you to hire a copy-writer and start a service department (poor, done-to-death word, "service")! I want to emphasize not the condition, but the cause, and the cause is the lack within the printing industry of those things which the ad-man has supplied in order that he might sell the printed product and make it more effective.

During the twenty years that the advertising fraternity has been pre-empting the printer's initiative, the printers have been busy with their costs and business methods. Admitting that today all too many small shops and perhaps some big ones have neither cost-keenness nor craftsmanship, the big bulk of our industry has been vitalized in its business methods at least, during the last two decades. And we have been 9-H'd into a state of mind wherein mechanical equipment and mechanical procedure in terms of hour-costs and maximum output have so far

dominated our collective view-point that we even try to sell on that basis.

A friend of mine in the paper business tells me how printers come to his office looking for work. They wax eloquent about their presses and their type-setting machinery and all their mechanical resources. But when the ad-men swoop down upon him he hears that his business is doomed to early death unless they can double-spread it for him, hither and yon, at many kopecks per double. When they have outlined their campaign, whatever happens to be left in the budget may be used for direct advertising. Then they tell him how to use printing in terms of its possibilities, of its quality, of its selling force. "And, Gage," says he, with profane adornment for emphasis, "if the printer had kept apace with these ad-men in selling and the selling use of craftsmanship, there wouldn't be presses enough, or Linotypes enough, or any other machinery enough, in the whole country, running twenty-four hours a day, to meet the demand for direct advertising material."

Craftsmanship Much Needed

Now, let us shy away again from the service department proposition, although those of you who do it know how well it pays. This is an inquiry into the cause. Why did the ad-man begin to write his own prescriptions for printing? Why are the ranks of free-lance designers and advertising typographers continually growing? There was a time when the advertising agency existed only to buy and sell space. When it was called into consultation on direct advertising material it found precious little co-operation on the part of the printer. Didn't the printing industry actually drive the ad-man to dig up his own craftsmanship? It certainly did—and all the abuses that have crept in, all the loss of initiative, the actual degradation of the printer in the little round world that has been covered by the Gothic word *truth*—all these have come to us because our industry wouldn't grow apace with the ad-men. We can 9-H mighty prettily when we will, but where is our craftsmanship?

For Selfish Reasons if for No Other

Now, there are many of you who probably do not directly feel the controlling hand of the ad-man. Your product is not direct advertising or you deal directly with the consumer. You jog along as comfortably as business conditions will permit, manufacturing your printed product in modern, well equipped plants, with every detail of your business organization carefully considered. But where is *your* craftsmanship? Are you prepared to meet the conditions with which a steady improvement in public taste brings an increasing demand for design and workmanship in every article in modern use? Are you practicing the Graphic Arts or are you manufacturing printing?

I have deliberately disregarded the glory of old traditions and the inspiration which lies in good work well done. This is an appeal purely to your selfish motives, sung to the tinkling of the coin of the realm. If you fill prescriptions, yours is the apothecary's tithe—the doctor's fee goes elsewhere. If you permit low standards of

* An address before the 35th annual U. T. A. convention, Toronto.

Continued on page 74

Officers Elected at Toronto Convention

ELECTIONS held by the various groups and divisions of the U. T. A. at the 35th annual convention in Toronto resulted in the following men being chosen as officers:

OPEN SHOP

Chairman—Julius S. Weyl, Philadelphia, Pa.
Vice-Chairman—J. F. Berkes, Cleveland, Ohio.
Secy.-Treas.—John Demarest, New Haven, Conn.

CLOSED SHOP

Chairman—E. F. Hamm, Chicago, Ill.
Vice-Chairman—A. J. Brower, New York City.
Secy.-Treas.—Earl E. Laxman, Chicago, Ill.

INTERNATIONAL TRADE COMPOSITION ASSOCIATION

President—E. J. McCarthy, Chicago, Ill.
First Vice-President—A. O. Jennings, New York.
Treasurer—David W. Mathews, Chicago, Ill.
Secretary—Frank M. Sherman, Chicago, Ill.

LAW PRINTERS' DIVISION OF THE U. T. A.

President—Theodore Hawkins, Chicago, Ill.
Vice-Chairman—B. L. Tyrrel, New York City.
Secy.-Treas.—Frank M. Sherman, Chicago, Ill.

ADVERTISING TYPOGRAPHERS OF AMERICA

President—Ben C. Pittsford, Chicago, Ill.
First Vice-President—Montague Lee, New York.
Second Vice-President—Stanley B. Moore, Cleveland.
Secretary—Frank M. Sherman, Chicago, Ill.
Treasurer—A. Colish, New York City.

TARIFF PRINTERS' SOCIETY OF AMERICA

President—H. B. Evans, New York City.
Vice-President—N. H. Anspach, Cleveland, Ohio.
Secretary—Frank M. Sherman, Chicago, Ill.
Treasurer—Edw. L. Stone, Roanoke, Va.

U. T. A. Convention Passes Important Resolutions

RESOLUTIONS bearing on the 44-hour week, co-operation with the allied trades, vocational education and apprentice training were unanimously passed by the United Typothetae of America convention last month. The resolutions passed are as follows:

THE FORTY-FOUR HOUR WEEK

WHEREAS, There still continues to be misrepresentation as to the position of the United Typothetae of America upon the question of granting a forty-four hour work week, now, therefore, be it

Resolved, That the thirty-fifth annual convention of the United

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132 Cities Send 1231 Representatives to Toronto U. T. A. Convention

Albany, N. Y.	5	Jacksonville, Fla.	3	Rockford, Ill.	2
Buffalo, N. Y.	13	Kalamazoo, Mich.	3	Rahway, N. J.	1
Baltimore, Md.	9	Kitchener, Ont.	4	St. Louis, Mo.	15
Brantford, Ont.	2	Kansas City, Mo.	1	St. Johns, Newfoundland	1
Battle Creek, Mich.	1	Lockport, N. Y.	1	Saskatoon, Sask.	1
Brooklyn, N. Y.	15	London, Ont.	2	Saginaw, Mich.	3
Boston, Mass.	25	Lansing, Mich.	3	St. Paul, Minn.	9
Bridgeburg, Ont.	1	Los Angeles, Cal.	4	Spokane, Wash.	2
Bridgeport, Conn.	1	Long Island, N. Y.	1	Salt Lake City, Utah	1
Cambridge, Mass.	3	Louisville, Ky.	4	San Antonio, Texas	1
Charleston, N. C.	1	Lewiston, Me.	1	Sandy Creek, N. Y.	1
Chattanooga, Tenn.	2	Lancaster, Pa.	4	Scranton, Pa.	2
Chicago, Ill.	112	Lindsay, Ont.	1	Syracuse, N. Y.	7
Cleveland, Ohio	42	Lynn, Mass.	2	South Bend, Ind.	3
Camden, N. J.	8	New Bedford, Mass.	1	Sioux Falls, N. D.	1
Columbus, Ohio	7	Norfolk, Va.	1	Terre Haute, Quebec	1
Cincinnati, Ohio	12	New Orleans, La.	7	Terre Haute, Ind.	1
Cohoes, N. Y.	1	Nashville, Tenn.	3	Toledo, O.	6
Cortland, N. Y.	2	New Haven, Conn.	3	Toronto, Ont.	343
Dayton, Ohio	6	Newark, N. J.	4	Trov, N. Y.	1
Detroit, Mich.	33	New London, Conn.	1	Tulsa, Okla.	2
Dallas, Texas	2	New York, N. Y.	97	Tampa, Fla.	1
Des Moines, Iowa	4	Norwood, Mass.	4	Trenton, N. J.	1
Duluth, Minn.	4	Montreal, Que.	15	Tacoma, Wash.	1
Dunkirk, N. Y.	1	Milwaukee, Wis.	8	Utica, N. Y.	2
Elgin, Ill.	1	Minneapolis, Minn.	4	Walkerville, Ont.	1
Erie, Pa.	7	Montgomery, Ala.	10	Winnipeg, Manitoba	4
Easton, Pa.	2	Ottawa, Ont.	17	Windsor, Ont.	1
Elkhart, Ind.	1	Oklahoma City, Okla.	3	Warsaw, Ind.	1
Evansville, Ind.	1	Orangeville, Ont.	1	Watertown, N. Y.	1
Guelph, Ont.	3	Philadelphia, Pa.	34	Wichita, Kans.	3
Grand Rapids, Mich.	6	Piqua, Ohio	2	Waterloo, Iowa	1
Galveston, Texas	5	Pittston, Pa.	1	Washington, D. C.	11
Grand Haven, Mich.	1	Portland, Me.	3	Westerly, R. I.	1
Holyoke, Mass.	18	Portland, Ore.	2	Westfield, N. Y.	1
Harrisburg, Pa.	8	Providence, R. I.	9	Wilkes-Barre, Pa.	1
Hartford, Conn.	2	Pittsburgh, Pa.	45	Wheeling, Va.	2
Hamilton, Ont.	8	Pawtucket, R. I.	1	Wilmington, S. C.	2
Hammond, Ind.	1	Quebec, Que.	3	Williamsport, Pa.	2
Houston, Texas	5	Rochester, N. Y.	17	Winston-Salem, N. C.	2
Indianapolis, Ind.	6	Richmond, Va.	3	Woodstock, Ont.	1
Iroquois, Ont.	1	Racine, Wis.	1	Worcester, Mass.	2
Jamestown, N. Y.	1	Raleigh, N. C.	1	Vancouver, B. C.	3
Jersey City, N. J.	5	Rock Island, Ill.	2	York, Pa.	4

D. M. A. A. Convention Makes Hit

Interest in Springfield Conference Shows Growth in Appreciation of Direct Mail Advertising. Meadon Is Re-elected President

By H. LEE TREADWELL

A DIRECT hit with the "Advertising World" was scored by the fourth annual convention of the Direct Mail Advertising Association and affiliated organizations held at the Auditorium, Springfield, Mass., October 25, 26 and 27.

They came from near and far did the thousand and more representatives of advertising who gathered in Springfield on those dates, and they represented every phase of the advertising industry; printers, paper merchants, advertising managers, house organ editors, publicity men, paper makers, ink manufacturers, printing supply men, photo-engravers, publishers, artists, etc.

In the Auditorium, located in the Municipal Group, Springfield's newest and most artistic buildings, nearly two thousand men and women had the opportunity of hearing and seeing practically all that could be heard and seen regarding Direct-by-Mail advertising.

The exhibits contained in the exposition conducted at the same time as the convention, contained much that was interesting to advertising men the world over. Exhibitors included the American Writing Paper Company, American Type Founders Company, Miehle Printing Press and Manufacturing Company which exhibited its new "Vertical Miehle," Hampden Glazed Card & Paper Company, Hampshire Paper Company, Crocker-McElwain Company, Babcock Printing Press & Manufacturing Company, and other large national supply houses in addition to numerous direct-mail printers.

Some of the topics discussed included "Educating the Retailer and His Clerks by Direct Advertising," "Direct Advertising for the Retailer," "Getting Dealer Distributors by Direct Advertising," "Editing the Successful Sales House Organ," "Beating Sales in 1921," "The Merchandising Principles of Mail Order Selling," "Cultivating Small Town Trade by Means of Direct Advertising," "The Follow-up — How to Make It and Make It Pay," "Editing the Effective Employer's Magazine in Slack Times," "Better Letters, Their Importance

in Direct Mail Advertising," "Co-Ordination of Direct Advertising and Sales," "Do We Want One Cent Letter Postage for First Class Mail in the United States?," "Selling by Mail — How It Is Done. Pitfalls to Avoid," "Savings in Printing Direct Advertising Through Standardization," "Mechanics of Direct Advertising," "The Newspaper vs. the Magazine Type of Employes' Publication," "Color and Its Importance in Direct Advertising," "The Salesmen's or Agents' House Organ Which Helps the Salesman or Agent."

Following the convention, Friday, October 28, was devoted to industrial tours of various Massachusetts paper mills. These included mills and laboratories of the American Writing Paper Company, Chemical Paper Manufacturing Company, Crocker-McElwain Company, Hampshire Paper Company, all of Holyoke, Collins Manufacturing Company, North Wilbraham, and Strathmore Paper Company, Mittineague.

This year's meeting was the greatest ever held by the association, which shows an amazing growth for the little more than four years of its existence. The program which appeared in the October BEN FRANKLIN MONTHLY and carried out at the convention contained names

of some of the biggest men in the advertising field. This, combined with the growing importance of direct mail, made the appeal of the convention to users of advertising almost universal. The program of entertainment and the exposition also did much to attract the record delegation.

Another feature that will serve to carry the convention to the stay-at-homes is the plan to hold direct-mail conferences this month in all large cities.

Officers of the organization were elected for 1921-22 as follows: Joseph Meadon, Detroit, re-elected president; Frank W. Hunt, Toronto, vice-president; Frank L. Pierce, New York City, treasurer, and Lewis Balsam, Detroit, secretary. Members of the board elected for two years were Homer J. Buckley, Chicago; George B. Hendrick, Springfield, Mass., and Charles R. Wiers, Philadelphia.



JOSEPH MEADON
President Direct Mail Association

A PRINTER'S EXHIBIT AT SPRINGFIELD



Bookkeeping Increases Profits

How One Printing Establishment Successfully Built Its Business on the Solid Foundation of Cost Knowledge

By H. B. SELLECK

Burroughs Adding Machine Company, Detroit

FOR the first eight or ten years after the firm of A. C. Baldwin & Sons, printers, binders and book-makers of Austin, Texas, was founded, A. C. Baldwin, its president, was content with such gradual growth as resulted from purely commercial orders. At length there came a time when he resolved to try his hand at state printing. He knew the printing business from A to Izzard, and he was well equipped to do the work; all he had to do was get the order.

The contract on which he decided to bid was one calling for printing the entire supply of catalogs, bulletins and pamphlets for all the departments of the state government for two years at a fixed price for each of the several units—composition, presswork, stitching or sewing (including folding), and covers for each book. Mr. Baldwin knew that to get this contract he would have to underbid the company which already held it; he knew, moreover, that this company was losing money on the job, but was prepared to take it at a loss for another year for the sake of prestige.

Below the Other Fellow but With Profit

At the appointed time Mr. Baldwin submitted his bid—and got the contract. It might seem surprising enough that he would underbid a man who was already losing money on that work, but the sequel is still more surprising: Mr. Baldwin not only saved money to the state of Texas, but actually made a profit of \$10,000 out of a contract on which his predecessor lost money.

The answer to this seeming paradox is simple: Mr. Baldwin was able to compute his costs almost to a cent and knew that operations in his establishment were so planned, scheduled and dispatched that he could do the work for less than the other fellow and still make money. Before deciding on the figure which he finally submitted he estimated the cost of composition and presswork, the cost of paper and cover stock, the cost of printing ink, the cost of bindery operations, and all other items that would be charged to the cost of production. This was precisely what almost any other manufacturing printer would have done, but Mr. Baldwin was able to figure closer and with greater degree of certainty than the majority of printers. This accuracy of knowledge also made for very high efficiency.

No Guess Work Allowed in This Plant

Mr. Baldwin never guesses about the cost of a job; he always knows. In his ledger are the accounts of 500 customers and by referring to his ledger sheets he can tell the exact cost of any job for any customer, cost of stock, cost of labor and margin of profit. By turning to his tracer record he can find, in black and white, the exact time spent on any operation and the cost of that time in dollars and cents. On the record of any job he can find data which furnishes an infallible guide in estimating the price for a similar job.

But efficiency in this printing establishment isn't limited to the operation of the five Linotypes, pounding out their thousands of lines of type, nor to the five printing presses that always seem to be running a day-long race

with one another, nor to any other of the more than \$60,000 worth of equipment. Not one of the thirty-five employees fails to maintain the standard of efficiency.

Efficiency begins at a desk by the front door, where a girl keeps the cost records and posts to the ledgers. This ledger posting itself is done quite as efficiently as type is set and presswork performed. Every day the girl begins her work by posting from the workmen's work tickets, to the tracer book, or order record, charging to each job the time spent by every workman on that job.

These work tickets themselves are so skillfully devised as to make it possible for every man to keep an accurate and systematic record of his own time without slowing up his production. On his work ticket each workman records the details of his day's work, giving the order number of each job and the time expended on it. The sheets are so arranged that the workman may check off not only the elapsed time expended on each job, but also the character of the operation. Thus he needs to write nothing but job numbers, saving time and avoiding the errors that result from illegibility.

When a job is completed the bookkeeper has already computed, day by day, the cost of all time spent on that job by the various workmen who helped to produce it, basing the cost figures on the employees' wages, and posted the cost of the different operations to the numbered record of that job in the tracer book. From this record the stock cost, job cost and price are posted to the tracer envelope and from this envelope to the ledger. The difference between the cost and price, of course, shows the exact margin of profit.

An Accurate Record at All Times

All charges and credits are posted to the ledger sheets on a Burroughs Automatic Bookkeeping Machine in about an hour and a half. After the bookkeeper has posted all her charges to the customers' accounts in the ledger, she posts them also to the statements, headed up during the month as the accounts become active, and kept in a small filing cabinet. At the end of the month the statements are all ready for mailing.

All the accounts in the general ledger, as well as those in the customers' ledger, are posted in the same way. One of the accounts which Mr. Baldwin more frequently consults is his material and stock record. This form shows all additions to stock, all removals from stock and the exact amount of stock on hand at any time.

To show how accurately Mr. Baldwin's system enables him to keep check on stock, he tells this incident: At the close of one year his physical inventory showed that he had a certain amount of stock on hand, approximately \$8,500 worth. From his records he found that no less than \$27,844.20 worth of stock had been used during the year in filling orders, yet so accurately had he figured all stock used, even on orders requiring the breaking of packages, that there was a difference of less than \$100 between his physical inventory and the balance of stock on hand as shown by his stock record.

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Why I Employ An "Ideas" Man*

Modern Conditions Concentrate One Man's Vision On One Job, Making the "Ideas" Man a Necessity

By "DIRECTOR"

UNKIND critics—who speak without knowledge of what my "ideas" man does—say that he is a "passenger" on my staff. But—although sometimes it is a little difficult to trace actually that any particular business or flow of orders is directly due to the first "germ" idea of my "ideas" man, I know full well that he justifies his position and salary.

He was appointed because my General Manager believed that our business—and particularly the men who "ran" it—had got into a rut. They had. Excellent though our staff was, it was a staff of men who had been doing the same tasks for so long that they had become mechanical; orders were booked—chiefly from old friends. There was not sufficient "burrowing" for new customers, and the G. M. thought that it would have taken an earthquake to jolt these complacent, but very estimable, gentlemen out of their placid ways.

How It All Happened

The real birth of the appointment of our "ideas" man happened in this way. One of our directors saw a paragraph in a morning paper about the opening of a new suite of offices by a large manufacturing concern. It gave him a clue that the firm in question might want advertising matter or printing in connection with their extension. Ultimately, they actually did order thousands of booklets about the new development—all definitely through an idea, culled from a newspaper.

"Who reads the *Daily Pelican*?" asked the director—and it seemed that quite a number of the men did. But nobody had noticed the business possibility in the advertisement!

"Umph!" said the director * * * "We want an 'ideas' man, someone who hasn't got a routine job which absorbs all his time and energy. We want a sort of scout—a man who will always be on the alert and on the watch for new ideas. Every shop-window, every morning paper, yields an idea to the man who is really looking for ideas!"

The matter was discussed at length, and, finally, after an official conference, an "ideas" man was appointed. A few of the older men indulged in hostile criticism: they pictured our "scout" as sitting all day reading newspapers, and the humorists among them suggested various funny "weeklies" which might be bought for the new "watch-dog." But gradually, the "ideas" man proved his worth. By carefully studying the news—and the advertisements—in the leading "dailies" and "weeklies," he stumbled across ideas by the dozen, many of which became productive of good business.

Where He Got His "Leads"

A firm would advertise some new device connected with boiler heating, or gas stoves, or motor cars, and ask readers to send for a descriptive booklet. Our "ideas" man always sent, and then suggested better and more attractive printed matter. As a firm engaged in printing for advertisers, the idea was fruitful. It

meant the opening of a number of excellent accounts which otherwise would never have come our way.

Notices of new developments in specific trades, announcements of new issues of capital, registrations of new firms—all meant that printed matter would doubtless be required. By immediately approaching the firms concerned, we received many enquiries—and it was evident, after he had been working for a little time, that firms *appreciated* our keen methods and sent us enquiries in consequence!

Our "ideas" man created enquiries out of apparent nothingness, and soon the jokes about his half-hours with *The Tatler* and *Punch* had ceased. His work was very clearly cut off from the executive side of the business: his responsibilities ceased when enquiries had been "generated"—other departments having to follow the enquiries up and nurse them into definite orders.

Such a Man Proves His Worth

The principle which led to this appointment is a good one. The ordinary routine "staff" man is rarely able to seize new ideas. He is, of necessity, far too preoccupied with the ordinary routine duties which are his daily portion. And, after several years of never-changing duties, he simply cannot help developing into a hack with narrowed outlook, his vision centered on his own particular corner of the firm's work. And—he misses so much that is noticed by the onlooker!

There is many a firm in need of a live "ideas" man, and although the man who takes the narrow view, and regards such an appointment as altogether too fanciful, will smile and jeer, the fact remains that most staff men in business houses are in a rut, unable, by the very pressure of their duties, to dig out new ideas and "sense" new possibilities of business. Of course, the man appointed must be just the right man for the job! Not every man who fondly imagines he is a sort of commercial dynamo is to be taken at his own valuation.

"Stuffs" Envelopes Automatically

A MECHANICAL device which actually inserts enclosures into ordinary envelopes is being manufactured by the Multi-Insert Mailing Machines Corporation. The Multi-Insert automatically feeds envelopes singly from a magazine at the right of the machine. The magazine feeds from the bottom, thus making it possible to keep the envelopes in consecutive order, as the supply can be replenished from time to time by piling them on top of the charge in the machine. A station in the middle of the table, toward the rear, does the collating. On the sides of the collator are magazines, adjustable for the size of the enclosure. The supply in the left-hand magazine is always at the bottom, adapting the machine to the use of the window envelopes. After stuffing, the envelope—which may be any size from No. 6 to No. 11—is sealed, the moistening and opening of the flap having been performed while the enclosures were being gathered. Provision is made to open the empty envelopes, even though an over amount of glue has caused the interior surfaces to stick together. After sealing, the envelopes are stacked, the natural pressure thus caused effecting a smooth seal.

* Reprinted from *Sales Management*, London, England.

Steady Jobs Wanted by Workers

Being the First of a Series of Six Articles Telling
the Six Definite Things Asked by Employes

By JAMES H. COLLINS

Copyright, 1921 By J. K. Novins

WE WILL call them A and B, these two printing plants—they are almost across the road from each other over in New Jersey. A held its labor turnover down to within reasonable limits, even during the boom, while B had to hire three or four workers a year to keep one on the job. A has never had a strike in its thirty years' existence, while B, in half the time, has had strikes, lockouts and boycotts. Labor organizers have never got a foothold in A, while B is a recruiting ground for the organizer and radical. Finally, today, in the depression, A is running two-thirds time, and keeping its key men together, while B has been brought close to a complete shutdown.

Where the Difference Lies

What is the difference between these plants? They both produce pretty much the same kinds of printing, have the same territory from which to draw labor, pay about the same wages. What causes the contrast?

If all the facts were gathered they would make a bulky report. But the real reason is that people who work in the plant with the happy history have steady jobs, while those in the other plant haven't.

What is a steady job?

Most people would say, "Regular work at good wages." But there is decidedly more to it than that.

Work seldom holds the worker unless it is interesting, fitted to his temperament, something which he can excel at, and take pride in. A pleasant place to work, and efficient tools are part of it. So is management that understands him, and stability that leads him to trust his future with the company. Some workers want a job that is growing, and opportunities for growing with it, while others are satisfied with routine tasks, but want to know that they will be taken care of when their working days are done. Then, channels through which workers can reach the management when things go wrong are being provided more and more in present-day industry, and along with greater frankness on the part of management in giving workers information about the business and their policies, these make for stability.

Many Temperaments Make Up Human Race

If a steady job is just regular work at good wages, then B's shop would have had no trouble during the boom. Actually, men drifted in and drifted out of that plant as though it were a railroad terminal. Even war wages would not hold them to tasks they did not like, nor under leaders they did not like. And A's shop took the labor drift from its neighbor, sorted it over, fitted men to suitable tasks under the right leaders, and boosted its output both in quantity and quality.

The Creator has made people different temperamentally. Much labor turnover can be traced to management that deals with people as though they were all cast in the same mold. There are phlegmatic, plodding people, men as well as women, salary as well as wage earners, who not only prefer routine jobs, but often work best under a boss of the opposite temperament, who will do the thinking and take the responsibility. And there are peo-

ple of an energetic, adventurous type, who love variety and excitement in their work, and very often do best under a boss who, while not exactly phlegmatic, is still a steady wheel horse who keeps them from flying off at tangents.

A good deal of labor turnover occurs among these adventurous folks. Improperly placed, dissatisfied with the kind of work assigned them, they go from plant to plant looking for the ideal job—or maybe just a new one. Adventurous folks are the most imaginative and energetic, just the ones to become leaders, turn work into play, make suggestions and improvements. It was largely by proper harnessing of this energy through a skillful employment director who took pains to fit jobs to temperament, that A factory has made a splendid record.

Yesterday, the steady job was largely a piece of luck, to the worker who found it, and the employer who was able to grant it.

Today, we see that it is something that employer and worker can create through intelligent teamwork, something with roots in the employer's policy and the worker's willingness.

How a Railroad Settled the Problem

What teamwork will accomplish in creating steadier employment is shown in the present activities of our two factories. The A plant is now working part time, on reduced wages, but its employes are meeting living expenses, while plant B is almost idle and thoroughly disorganized. The first factory has been able to keep up the quality of its printing, while the other hasn't. Steady jobs make steady men—they must have skill to hold them. Steadiness and skill mean quality in the output, and in hard times quality enables the sales force to land the order, and also get volume upon which to make prices attractive.

Down in Texas there is a railroad which has one commodity as its principal basis of freight traffic, and about three months' work hauling it out—the cotton crop. This created very difficult conditions in its repair shop, for mechanics had irregular employment, and were chiefly floaters. An efficiency engineer was given the task of stabilizing shop work. After a study of the whole year's task, he announced that mechanics would be guaranteed so many hours work in the year, enough to meet living expenses with a margin, but that men would be asked to work as many hours a day as was necessary. During the period before cotton hauling, when every locomotive and car had to be put in good order, this might be ten or twelve hours a day. When rolling stock went into service, the shop force would be diverted to the making of parts for next year's repairs, dropping to eight or six hours daily. Under that plan, a smaller force of more skillful mechanics was soon doing the company's repair work at materially lower cost.

Set up the steady job as something to be realized, and every department in a business is immediately concerned. Not only the great corporation with its facilities for organization, cost accounting and control, but the small enterprise managed by an individual, or partners, where

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Concentrate Your Sales Efforts

Now Is the Time to Seek a Firm's Entire Business
and Not Just an Order. How Other Firms Do It

By ROBERT E. RAMSAY

Author of "Effective Direct Advertising", "Effective House Organs", Formerly
Editor Advertising and Selling, Postage, Etc.

PERHAPS the printing buyer was a bit pessimistic, but this is what he said to me about buying printing: "What I object to is the almost endless procession of so-called printing salesmen who call upon me."

I asked him why he should object.

"Because," he replied, "it costs money to break them in, it costs money to hire and fire, and every bit of that cost in the long run goes into the cost of the printing. There seems to be a rule among manufacturing printers that any one with a smooth tongue will be put on their sales force and given a drawing account."

What he says in a way is true, not only of the printing industry, but of every other industry.

Hiring Adds to Overhead

It costs money to hire and fire in any industry, and naturally the cost of changing a sales force must be added to the "overhead" of the shop or factory, or service.

Right now there seems to be a veritable epidemic of new printing salesmen. It comes from two reasons: (1) the printers are needing business, as a rule; and (2) the would-be salesmen are needing jobs, and they find it easy because of the first premise to convince the printer to give them a chance—and a drawing account.

In order to get first hand information on the criticism just quoted I made the rounds of a large number of printers in one particular section—it will be better to not name it so there can be no hard feelings, but I can assure every reader that each instance quoted is an actual one.

Let's up with a shop that has been *busy* right along, the policy of which is set by its owner.

He can "buy and pay for" almost any other printer in the city; he can place the plant of almost any other two concerns in the city within the walls of his place and have room to spare; he has been running "above normal" all during the past weeks and months and is at this moment.

What the Secret of Success Is

Getting this business has not been a case of "cutting prices," either, for his credit reports show that he has excellent credit standing, and is making money and carrying an excellent rating—something he could not do if he were not getting a good legitimate profit.

It has taken me nearly a year to worm out by degrees his secret of success and now that I have it, since I am not going to mention his name, his city, nor his locality, either, I feel free to tell you and the rest of the printers of the country how he did it.

And the secret is not patentable, either—it can be applied in any plant; any section; everywhere. The plant owner in this case tells me it has taken him ten years to work out his method, yet you can start it in tomorrow.

In a sentence that secret is in our headline: **CONCENTRATION!**

This firm wastes no time in chasing "orders" as such. It devotes its entire time to concentrating on getting a

firm's printing business. Automatically each new order cuts down the overhead on the entire business, and reduces the increased cost of getting started with any one account.

But concentration does not stop there, and this unnamed firm's experience is not just an instance, it is one of many methods whereby concentration spells success from a sales standpoint in the printing business.

There is no need to deny at this moment a whole lot of people are getting "prices" and "shopping" before they buy—anything, be it printing, potatoes or prune juice. But especially obnoxious in this connection are the firms who place their printing business an order at a time, and outstanding as the ones who get all they pay for and pay for all they get are the firms who become sold on one printing plant to do all of their printing or all of certain kinds of printing and stick to that plant.

It must be admitted that it takes longer, and costs more, to sell a firm upon letting some one printing organization do all the printing that it uses than to get an individual order, but the experience of successful shops shows that the increased expense is more than justified when the salesman goes after the business on this basis and gets it.

A lot of men now out to sell printing are, metaphorically speaking, like a man with a great thirst set in the midst of the Sahara desert. They run this way and that way and finally tire themselves out in an effort to find an oasis.

The Way to the Oasis of Business

If, instead, they had merely picked out one direction and concentrated on going in that direction they would sooner or later have reached some oasis or walk out of the desert into the woody country, where they could slake their thirst to their stomach's satisfaction.

Reverting to the original instance cited, let me tell you how this company has concentrated. It has made a specialty of concentrating on banking, trust and insurance corporation printing. This class of business ranges from forms of the simplest kind to menus and reports de luxe; from tiny shop tickets to mammoth volumes. Having picked out, as suggested in an earlier article in this series, a number of prospects for their mail pieces and literature they have concentrated from a sales standpoint.

Let me make that difference clear. In a certain mid-western city there is the example of a certain firm doing business we will say only in X—, and environs. They had two salesmen on the street. They issued a house organ. The house organ was concentrated all right, and so were their sales efforts, but in different directions. The house organ was sent exclusively to out-of-town (out of the "metropolitan" district that is) prospects, and the salesmen concentrated in traveling in the metropolitan district only.

Is it any wonder that neither the house organ nor the salesmen were as successful as they might be, nor that eventually the house organ passed into the limbo of lost souls?

The concern concentrating on banking, trust and insurance printing then having chosen its prospects put its

salesmen to work calling on those prospects—and no others. The persistent coming of its mailing pieces, aimed at those three businesses and the persistent calling of the salesmen of the same firm eventually pried loose one account in the field. With that in hand the company concentrated some more, and began to work all the harder on non-competing firms in the immediate vicinity of the company first landed—and so on until it had expanded its volume of printing sales into hundreds of thousands of dollars, not a bit of it on a price basis and none of it on the so-called *service* basis. Note, I use the word “service” in the preceding sentence in the parlance of the day to “write copy, have a ‘director of service’ and all that folderol,” though, personally, as set forth at length in an earlier article in this series, service really covers a lot of things aside from writing words, stating we have a service department, etc.

Do not misunderstand. The concern about whose experience most of this article is written has not excluded other business from its plant. It still does a lot of work for “now and then” customers; prints forms for this concern and that, gets a call to “make an estimate” on this and that, just as everyone of you do every day, but it concentrates its sales efforts on the fields it has chosen to concentrate on and it is getting the business of firms rather than orders from firms.

Vision Is Necessary if Success Is to Result

“Why, if a man told me I could get a \$500 job in Y—,” remarked the president as I interviewed him without his knowing the real object of my visit, “I would not bother to go after it, for it would be only a job. Unless I could see a chance to get the business of that firm I would let someone of these hundreds of companies who chase orders go get it.”

It takes vision to look beyond a possible single order and to pass it up in order to line up some other firm for its entire business, but it is vision that makes for success in the sale of printing just the same as in the sale of any other product. In boom times when there is a bigger demand for printing than can possibly be supplied anyone can sell it, just as they can any other product. It is the test of salesmanship to sell printing, or any other product, in non-boom times.

Oftentimes people have asked me why, on the average—there are exceptions to the rule to be sure—direct advertising as such was given greater prominence in the Middle West than in the East. The answer that I invariably give is a case of concentration again:

“In the Middle West with miles between factories and so little ‘bread-and-butter’ form printing to be done it was natural that the printers had to go out and create business in order to keep busy. In the East with factories on every corner; in fact, one building housing many small firms, with form printing to be done for all of them, the printers have not had the necessity—ever the Mother of Invention (creation)—to drive them to direct advertising. The fact that some of the time, form printing did not get ordered—business depression times for example—has not changed the situation a bit; the printers continue to chase the form printing business with hopes.”

Therefore, the Middle West, in the main, has *concentrated* on direct advertising printing and the East, mecca of manufacturing, has concentrated on form printing, though each class is needed in both sections. I know of New York state firms who send direct advertising orders to the corn belt of Iowa, not occasionally, but regularly, because the corn belt printers’ salesmen concentrate on getting accounts instead of orders, just the same as the firm referred to in the opening paragraphs of this

article. I know of New York firms who send direct advertising printing to Chicago, because the Chicago firm in mind has concentrated in the same manner.

Suppose, for example, an advertising agency tried to chase around the country getting orders for single advertisements in publications, do you suppose their 15 per cent commission would compensate them or make them rich?

Consider the Advertising Agencies

Yet how few printing jobs carry any more than 15 per cent in their final sale price, on top of cost to be sure, but almost as much overhead as the agency has to carry. No wonder the advertising agencies have gone ahead by leaps and bounds as compared with printers as service men. One has been concentrating on selling *accounts*—the other, all too often on selling *orders*—individual small items.

What it pays firms to do, it likewise pays the salesmen of those firms to apply. Paraphrasing an old adage: *By concentration do we arrive at perfection* in the sale of printing.

Speeding Up Service

A NOVEL method of receiving and dispatching orders so that they will the more quickly receive attention at the plant, is that in use by the Gaw-O’Hara Envelope Company, Chicago, which has established in the loop district six sub-stations where salesmen leave orders to be picked up by motorcycle messengers or receive requests made by firms in their territory for information and samples which have been telephoned in to the home office. Salesmen are required to report to the office by phone once an hour so that one salesman calls up for instruction every ten minutes. If a customer has phoned for samples and prices of a certain grade envelope, the samples are gotten ready with prices, and the whole dispatched to one of the sub-stations. The next salesman reporting in by phone is told to pick up the samples and call on the customer so that the call is usually made within a half hour or hour after the request is made. In the same way, a rush order can be left at one of the sub-stations where it is picked up by a messenger, the type set and the whole job delivered hours before it would have been had no such system been in existence. The sub-stations are usually sacks left in some convenient corner cigar store. The plan, according to George D. Gaw, the president of the company, has resulted in his company “operating 24 hours a day in a buyer’s market.”

Several other out-of-the-loop Chicago concerns maintain regular messenger service with the city’s business district, enabling them to compete with those companies more conveniently located.

Tours as Advertising

THE Ben C. Pittsford Company, Chicago, has evolved an advertising plan that will be certain, not only to retain old customers, but add new ones as well. The plan is to have heads of various advertising agencies in the city meet at the Pittsford company’s offices on stated days, from where they will be conducted on a tour of printing plants, photo-engraving plants and other places in Chicago’s printing industry to which they would not have access under every-day conditions. At the conclusion of each tour, members of the party will be served at dinner as guests of the company. The touring parties will be limited to eight or ten persons each time.

"Say What You Please, Pat"

Hokum!

"The automobile business is shot to pieces."—At least three manufacturers (*not* makers of the cheapest cars) by persistent, determined effort are making 1921 a *record* year.

"The farmers are not buying and cannot buy."—In the next three months farm products will be sold to the amount of \$11,000,000,000. That is more money than we have in all the banks in the U. S. A.!

"The cotton growers and all the folks in their territory are busted."—Cotton will sell at good prices. One representative firm selling a high price specialty reports its Atlanta office as leading the sales force—and the entire sales force is making brilliant sales history!

Sales of the Schulte Retail Stores Corp. for the first eight months of 1921 were 34 per cent *better* than the first eight months of 1920—an increase of \$2,500,000.

Sales of the J. C. Penney Stores were 31 per cent better—an increase of \$4,800.

Sales of the S. S. Kresge stores were 7½ per cent better.

And then glance over the following headlines clipped from recent publications:

"FARWELL REPORTS ADDED INTEREST IN DRY GOODS

Says road sales double in number with 50 per cent increase in volume."

"August Sales Top July's in Three U. S. Reserve Districts."

"Trade Steadily Improving Says N. Y. Bank Report."

"Western Markets Report Business Forging Forward."

"Industry Speeds Up, Idle Army Dwindles."

"Wool Goods Market Is Waking Up."

What Is Your Opinion?

A glowing little envelope insert from the Simplex Electric Heating Co. is before me. It is an offset job in colors and bears the imprint of the W. F. Powers Co., N. Y. An hour ago I was reading a booklet on vapor heating for residences, issued by the Trane Co., of La Crosse, Wis. It is an attractive job and most probably from the shop of a good printer. The Trane Co. might well be proud to have the modest imprint of a good printer on their advertising and the printer should be proud to stamp his wares.

What are your ideas on the subject of imprints. We shall be glad to print opinions.

That Would Probably Be a Secret, Too

Wonder how some of these strike votes would come out if they were by *secret* ballot?

If Only They Would

Wish they would include the local stickup men in this here disarmament conference they are planning to pull off at Washington.

Reduced Prices, Hooray!

A south side (Chicago) printer distributed blotters in his territory. How many, we do not know, but there must have been a goodly quantity. We live more than a mile from him and there are solid blocks of

apartment buildings between his place of business and our apartment building, and there were two blotters in each of the six mail boxes in our vestibule.

Would he not have obtained more favorable publicity and more business by any one of the last three blotters?

The Copy and Set Up of a Blotter by a South Side Printer

Reduced Prices on Printing SPECIAL FOR OCTOBER

Bond Envelopes, printed, 1000 - \$5.50

Regular price \$7.50

Blank Printing Company

NEW LOCATION

Blank Street

Wouldn't This Have Been Better?

Tell Folks what you have to sell —and why they should buy now

THERE is business for you, if you are willing to go after it. Printed matter will do it. Attractive circulars or neat blotters will bring new customers or recall old ones. Ask us for ideas.

You'll find our prices for good printing very moderate.

BLANK PRINTING CO. Address CHICAGO

Or This—

Are You Telling the Truth About Your Business?

Do your letterheads, your bills and your statements show the good character of your business?

Let us help you design some that you will feel proud to use.

BLANK PRINTING CO., Address, CHICAGO

We have roughed these up on the impulse of the moment—they may not survive your critical scrutiny. But they serve to express

the idea that a printer's advertising, whatever his location, may well be based on other ideas than low prices.

Or This?

Encourage Folk to Buy Christmas Gifts *now!*

A circular—a booklet—a blotter—listing articles for gifts, should be prepared now and distributed immediately after Thanksgiving.

BLANK PRINTING CO., Address, CHICAGO

House Organs

Of the numerous and varied pieces of literature any firm may issue, its house organ most truly does or should reflect the character of the firm to the recipient. To build in the desired character requires not only a capable editor, but an intelligent printer—and his co-operation.

Base your appeal for house organ business upon the assurance of your understanding of the requirements of advertising printing, your ability to convey, by typography and lay-out, a graceful, appealing character to a jewelry firm's house organ, brute power to the publication of a firm making excavating machinery or respectful dignity to the magazine of an investment securities house.

Hire Her to Put Over Alteration Charges

"Lady Surma, president of the new Assyrian republic," reads a recent caption. She's the dame what spoofed England out of 80,000 square miles in the Kurd mountains. With all due respect to our English ancestry on our father's side, we are inclined to think highly of anyone who sold such a proposition to England.

Yes, But There Wouldn't Be Any Payroll

Now that he has most of them buried and the rest exiled, Lenine has discovered the value of an employer. If Russia stands for freedom may we forever remain crushed under the iron heel of the capitalists, or whatever they call the poor birds who have to worry about the payroll.

They'll Be Into Baseball Next

It is said that Japan and Germany are contesting for control of the world's narcotic trade. A very small percentage of the narcotics are for legitimate medical use—the rest go to dope fiends. Not saying anything against Nippon or Deutchland, but they are welcome to the honor. We only hope their cut price methods stay out of the printing trade.

Cold Turkey

Dismissing the optimist if you will, read what Roger W. Babson says in his September statement:

BETTER FALL BUSINESS IN PROSPECT

Sales prospects on the whole are more encouraging than they were a month or two ago. The usual summer period of lethargy is past. We now face the months that—even in dull times—register improvement. Clients know from our past advices that we do not look for a complete return to normal this fall. We do look for moderate improvement, however, and believe that, as compared with recent months, sales opportunities will be good.

Much of today's grief reminds us of "The Story of a Fish." A big, healthy, ambitious pike was put in a tank and separated by a clear plate-glass partition from a school of minnows.

For days the pike continued to strike at every minnow that approached, taking his bumps regularly and heroically. Finally, however, he gave up, convinced of the futility of it all, his spirit broken.

The glass partition was then removed and thereafter the minnows swam all around that big pike in perfect safety. *He was thoroughly sold on the idea that business was bad!*

—The *Measurgrapher*, St. Louis Mo., Hart Vance, editor.

Idea for Some Paper House—Free!

Double-entry bookkeeping originated in Genoa, Italy, in 1340, being instituted as a system to handle municipal records. The National Blank Book Co. (Holyoke, Mass.) credits the innovation to Simone Boccanera, who was Doge of the city. He was probably having difficulty in keeping track of the fees paid to traction experts and to relatives on the payroll.

It would be highly appropriate (as well as a modest tribute) to name a ledger paper in honor of Boccanera, or easier, after his city—Genoa.

You're welcome.

The Webb-Biddle Co., Cincinnati, will move its plant to Government Square, that city, where a ten-year lease has been taken.

A Typographic Masterpiece

The days of type acrobatics are supposedly gone but things like this appear occasionally to show us that not all printing is designed to be read.

Hanjian-Burek & Co.
"THE HOUSE OF PROSPERITY"

Established
12 Years on
South Side

Estimates
given
Gladly

CLEANING All kinds of Rugs and Carpets from the finest to the coarsest material. We will save you money on your Fall cleaning.	We have the MOST COMPLETE Plant for CLEANING REPAIRING and UPHOLSTERING	REPAIRING Oriental RUGS and CARPETS of all kinds by EXPERTS Only	UPHOLSTERING FINISHING and CABINET WORK Old Furniture Made Like New Mattresses Renovated and Made to Order Ask for Our Prices It will Mean a Great Saving
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Try Us for Prompt Service — Phone orders given immediate attention

We have a few 9x12 and other sizes of Domestic Rugs on hand. We will dispose of them at cost price. Come and **Great Sale!** take advantage of this

Office
1006 E. 63rd Street
Near Ellis Avenue

All Telephones
Hyde Park 4354

Plant
6241-43 Ellis Avenue
Near 61st Street

On the other hand, some skilled craftsmen retain the charm of a century ago and render it in a modernized form like this:

Automobiles by
Brewster
1810 - 1921

It has been the Purpose of BREWSTER so to Develop the Chassis and Body that every Requirement of Town and formal Social Usage is satisfactorily met.



The Enclosed Drive Type is Ten Thousand and Five Hundred Dollars at NEW YORK
BREWSTER & CO., Fifth Ave. at 56th St.



Such treatment is appropriate to the advertising of so costly and exclusive a luxury as a BREWSTER motor car.

So they propose to go on strike again? Reminds us of Casey.

"I'm not working for that man any more."

"Why not, Casey?"

"Because of a remark he made to me."

"What was it?"

"Casey," says he, "You're discharged."

* * * *

Likewise — we've quit this page for another month.

Pat Kay

Cost Commission Makes Report

Interesting Statistical Tables Prepared By American Printers' Cost Commission Show Condition of Industry During Last Year

WHILE space does not permit the publication of the full report of the American Printers' Cost Commission as given at the United Typothetae of America convention in Toronto last month by William H. Sleepack, of Chicago, the committee's chairman, the tables in that report are reproduced below because they are self explanatory and show the trend of costs in the printing industry of the United States.

Revisions in the Standard Cost Finding System included in Mr. Sleepack's report eliminate Selling and Stock Handling expenses from Gross Hour Costs, make proofreading a composition expense and charge foremen's productive time to orders.

The tables have been prepared from the individual sheets furnished for the 1920 Composite. The first table shows the actual average of each of eight classes of printing plants classified to their total expenses as follows:

Class A is less than \$10,000; Class B is \$10,000 to \$25,000; Class C is \$25,000 to \$50,000; Class D is \$50,000 to \$100,000; Class E is \$100,000 to \$200,000; Class F is \$200,000 to \$300,000; Class G is \$300,000 to \$500,000; Class H is over \$500,000.

The next table is the same set of figures brought to even amounts of Equipment Inventory for ready reference, and the third is the same set of tables on a percentage basis. The fourth table is on the basis of the mechanical pay-roll, the fifth on the basis of the printed product. The sixth shows the cost per employee. The seventh table gives an accurate index of the comparative conditions of costs in the printing industry for the years 1913 to 1921, inclusive. The eighth is a table of the percentage of the various items of expense to the Selling Hour Rate in a few of the operating departments. The ninth is an interesting comparison of the total costs of each department as compared with its investment.

AS TAKEN FROM SHEETS SUBMITTED FOR THE COMPOSITE STATEMENT FOR 1920
Compiled by the Research Department of the U. T. A.

(First Table)	Averages	A	B	C	D	E	F	G	H
Plant Investment.....	4,613.06	10,969.91	21,300.07	38,785.46	56,863.28	132,202.99	187,844.70	592,900.02	
Office Pay-Roll.....			7,489.74	12,199.58	18,762.04	31,016.14	51,110.66	90,032.22	
*Sales Pay-Roll.....			1,318.26	3,745.51	6,123.60	13,064.30	24,245.12	41,762.75	
Office and Sales Pay-Roll.....	1,655.40	3,989.32	8,808.00	15,945.09	24,885.64	44,080.44	75,355.78	131,794.97	
Mechanical Pay-Roll.....	2,493.64	7,553.55	16,418.73	32,960.27	58,403.14	118,830.66	181,146.16	643,043.30	
Total Pay-Roll.....	4,149.04	11,542.87	25,226.73	48,905.36	83,288.78	162,911.10	256,501.94	774,838.27	
Rent and Heat.....	321.48	855.43	1,528.49	2,497.01	3,781.40	9,214.55	13,541.72	41,269.67	
Light.....	16.28	72.62	133.76	285.46	431.59	1,081.42	1,673.70	2,682.79	
Power.....	41.15	136.90	299.27	538.90	986.58	2,206.47	4,296.00	11,437.21	
Insurance and Taxes.....	78.52	237.72	586.18	1,307.84	1,808.25	3,937.00	9,683.38	27,371.21	
Interest on Department Inv.....	169.39	648.05	1,235.84	2,473.35	3,375.56	8,478.18	13,323.87	34,173.13	
Depreciation.....	477.54	1,204.93	2,292.74	4,012.99	5,897.59	13,410.67	18,786.35	53,952.48	
Bad Debts.....	32.52	187.26	426.64	665.95	966.11	2,941.52	2,256.00	4,488.96	
Spoiled Work.....	43.03	125.83	203.84	416.17	760.26	1,602.30	1,602.30	17,568.72	
Department Direct Expense.....	165.53	975.66	1,917.00	4,815.60	9,864.07	19,033.26	27,303.23	149,934.11	
Office Stationery and Postage.....	47.83	176.07	458.59	737.32	1,047.99	2,119.21	2,475.80	5,684.61	
Advertising.....	97.61	318.67	802.37	1,129.43	1,746.84	3,676.57	3,858.33	10,141.96	
Cartage and Carfare.....	30.64	184.52	496.72	784.63	1,418.17	2,336.03	3,202.75	7,391.00	
Miscellaneous Expense.....	107.16	492.00	942.54	1,795.38	3,103.03	7,657.20	9,174.33	27,928.16	
Total Manufacturing Expense.....	5,777.72	17,159.13	36,550.71	70,415.39	118,676.22	240,343.71	367,679.70	1,168,862.28	
Total Materials.....	3,791.20	10,796.47	27,137.56	48,489.58	86,822.83	192,241.66	360,400.72	894,327.83	
Total Products.....	9,568.92	27,955.60	63,688.27	118,904.97	205,499.05	432,585.37	728,080.42	2,063,190.11	
*Selling Expense.....	98.33	1,025.53	2,271.96	5,658.13	11,227.54	18,723.81	31,962.98	68,726.40	
S. H. Expense.....	77.04	380.57	1,007.84	2,186.96	4,604.28	9,177.00	14,633.96	34,890.84	
Shipping Expense.....	50.27	448.29	657.57	1,423.75	3,003.84	5,987.09	9,547.20	22,762.82	
Office Expense.....	2,040.69	4,990.21	10,701.17	18,106.22	33,924.87	53,600.59	78,143.22	156,293.93	
Employees.....	3.4	8.13	12.9	30.9	54.8	101.3	142.15	461.5	

* In Classes A and B the Sales Pay-Roll was not recorded separately from the Office Pay-Roll in a sufficient number of reports to obtain correct record.

AVERAGE ITEMS OF EXPENSE
AS TAKEN FROM SHEETS SUBMITTED FOR THE 1920 COMPOSITE STATEMENT
Compiled by the Research Department of the U. T. A.

(Second Table)	Equipment Inventory	5,000.00	10,000.00	20,000.00	40,000.00	60,000.00	125,000.00	200,000.00	500,000.00
Office Pay-Roll.....		3,047.90	7,032.60	12,581.60	19,797.00	29,326.25	54,418.00	75,860.00	
Sales Pay-Roll.....		588.70	1,237.80	3,862.80	6,461.40	12,352.50	25,814.00	35,145.00	
Office and Sales Pay-Roll.....	1,794.25	3,636.60	8,270.40	16,441.40	26,258.40	41,678.75	80,232.00	111,005.00	
Mechanical Pay-Roll.....	2,702.80	6,885.70	15,416.60	33,992.40	61,624.80	112,356.25	192,868.00	542,330.00	
Total Pay-Roll.....	4,497.05	10,522.30	23,687.00	50,436.80	87,883.20	154,035.00	273,100.00	653,335.00	
Rent and Heat.....	348.45	779.80	1,435.20	2,574.20	3,993.00	8,712.50	14,418.00	34,800.00	
Light.....	17.65	66.20	125.60	294.40	455.40	1,022.50	1,782.00	2,260.00	
Power.....	44.60	124.80	281.00	576.40	1,041.00	2,086.25	4,574.00	9,570.00	
Insurance and Taxes.....	85.10	216.70	550.40	1,348.80	1,908.00	3,722.50	10,310.00	23,140.00	
Interest on Department Investment.....	183.60	591.30	1,160.40	2,550.80	3,772.80	8,016.25	14,186.00	28,885.00	
Depreciation.....	517.60	1,098.40	2,153.80	4,169.60	6,223.20	12,680.00	20,002.00	45,410.00	
Bad Debts.....	35.25	170.70	400.60	686.80	1,019.40	2,781.25	2,402.00	3,830.00	
Spoiled Work.....	46.65	114.70	193.40	429.20	802.20	1,267.50	1,706.00	14,790.00	
Department Direct Expense.....	179.40	889.40	1,800.00	4,966.40	10,408.20	17,996.25	29,070.00	126,490.00	
Office Stationery and Postage.....	51.85	160.50	430.60	760.40	1,105.80	2,003.75	2,636.00	4,870.00	
Advertising.....	105.80	296.50	753.40	1,164.80	1,843.20	3,476.25	4,108.00	8,525.00	
Cartage and Carfare.....	33.20	168.20	466.40	809.20	1,496.40	2,208.75	3,510.00	6,265.00	
Miscellaneous Expense.....	116.15	448.50	885.00	1,851.60	3,274.20	7,240.00	9,768.00	23,490.00	
Total Manufacturing Expense.....	6,262.35	15,642.00	34,322.80	72,619.40	125,226.00	227,248.75	391,572.00	985,660.00	
Paper.....	3,563.65	7,530.50	19,662.60	45,580.40	67,089.00	146,797.50	307,054.00	532,935.00	
Ink.....	77.80	203.90	777.40	1,398.00	3,925.20	5,971.25	10,464.00	58,635.00	
Miscellaneous Material.....	467.75	2,107.50	5,041.20	12,029.60	20,598.00	28,998.75	66,204.00	162,685.00	
	10,371.55	25,483.90	59,804.00	131,627.40	216,838.20	409,016.25	775,294.00	1,739,915.00	

Product per \$1,000 of Equipment...	2,074.31	2,548.39	2,990.05	3,065.71	3,613.92	3,272.13	3,875.97	3,479.83
Selling Expense per \$1,000 of Product	*	*	37.61	50.95	59.20	43.28	46.90	35.07
Stock on Hand per \$1,000 of Material	20.32	35.25	37.14	45.10	53.03	37.74	40.20	39.01

* The Sales Expenses were not recorded separately in sufficient number of reports to obtain correct record.

**PERCENTAGE WHICH EACH ITEM OF EXPENSE OF THE PRINTED PRODUCT
BEARS TO THE EQUIPMENT INVENTORY**
(Third Table) **AS TAKEN FROM SHEETS SUBMITTED FOR THE 1920 COMPOSITE STATEMENT**

	1920 A	B	C	D	E	F	G	H	Total	1919	1918
Office Pay-Roll.....	30.479	35.163	31.454	32.995	23.461	27.209	15.172	25.793	24.87	18.29	
Sales Pay-Roll.....	5.887	6.189	9.657	10.769	9.882	12.907	7.029	9.178	7.09	7.57	
Office and Sales Pay-Roll.....	35.885	36.366	41.352	41.111	43.764	33.343	40.116	22.201	34.971	31.96	25.86
Mechanical Pay-Roll.....	54.056	68.857	77.083	84.981	102.708	89.885	96.434	108.466	96.793	90.39	66.84
Total Pay-Roll.....	89.941	105.223	118.435	126.092	146.472	123.228	136.550	130.667	131.764	122.35	92.70
Rent and Heat.....	6.969	7.798	7.176	6.438	6.650	6.970	7.209	6.96	6.858	7.94	7.69
Light.....	.353	.662	.628	.736	.759	.818	.891	.452	.682	.69	.90
Power.....	.892	1.248	1.405	1.441	1.735	1.669	2.287	1.914	1.774	1.89	1.60
Insurance and Taxes.....	1.702	2.167	2.752	3.372	3.180	2.978	5.155	4.628	3.787	3.41	2.93
Interest on Dept. Invest.....	3.672	5.913	5.802	6.377	6.288	6.413	7.093	5.777	6.21	6.38	6.06
Depreciation.....	10.352	10.984	10.764	10.424	10.372	10.144	10.001	9.082	9.963	10.23	9.95
Bad Debts.....	.705	1.707	2.003	1.717	1.699	2.225	1.201	.766	1.433	1.40	1.21
Spoiled Work.....	.933	1.147	.957	1.073	1.337	1.014	.853	2.958	1.638	1.50	1.14
Dept. Direct Expense.....	3.588	8.894	9.000	12.416	17.347	14.397	14.535	25.298	17.434	15.83	11.59
Office Stationery and Postage.....	1.037	1.605	2.153	1.901	1.843	1.603	1.318	.974	1.535	1.32	1.33
Advertising.....	2.116	2.905	3.767	2.912	3.072	2.781	2.054	1.705	2.525	1.65	1.53
Cartage and Carfare.....	.664	1.682	2.332	2.023	2.494	1.767	1.705	1.253	1.842	1.81	1.48
Miscellaneous Expense.....	2.323	4.485	4.425	4.629	5.457	5.792	4.884	4.698	4.982	5.33	3.91
Total Mfg. Expense.....	125.247	156.420	171.599	181.551	208.705	181.799	195.736	197.132	192.427	181.73	144.02
Paper.....	71.273	75.305	98.313	91.451	111.815	117.438	153.527	106.587	111.123	87.91	72.40
Ink.....	1.556	2.039	3.887	3.495	6.542	4.777	5.232	11.727	6.960	8.85	9.01
Miscellaneous Material.....	9.355	21.075	25.206	30.074	34.330	23.199	33.102	32.537	30.672	29.35	17.18
Total Cost.....	207.431	254.839	299.005	306.571	361.392	327.213	387.597	347.983	341.182	307.84	242.61

**PERCENTAGE WHICH EACH ITEM OF COST OF THE COMPLETED PRINTED PRODUCT
BEARS TO THE MECHANICAL PAY-ROLL**
(Fourth Table) **AS TAKEN FROM SHEETS SUBMITTED FOR THE COMPOSITE STATEMENTS**
Compiled by the Research Department of the U. T. A.

Mechanical Pay-Roll 100%

	1920 A	B	C	D	E	F	G	H	Total	1919	1918
Office Pay-Roll.....	44.26	45.63	37.01	32.13	26.09	28.22	13.99	26.66	27.51	21.36	
Sales Pay-Roll.....	8.55	8.03	11.36	10.49	10.99	13.39	6.48	9.49	7.84	11.33	
Office and Sales Pay-Roll.....	66.41	52.81	53.66	48.37	42.62	37.08	41.61	20.47	36.15	35.35	32.69
Mechanical Pay-Roll.....	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Rent and Heat.....	12.90	11.32	9.31	7.58	6.47	7.75	7.48	6.42	7.09	8.78	11.51
Light.....	.65	.96	.82	.87	.74	.91	.92	.42	.71	.77	1.34
Power.....	1.65	1.81	1.82	1.69	1.69	1.85	2.37	1.76	1.84	2.08	2.40
Insurance and Taxes.....	3.15	3.15	3.57	3.97	3.10	3.31	5.35	4.27	3.92	3.77	4.39
Interest on Dept. Invest.....	6.80	8.59	7.53	7.50	6.12	7.13	7.36	5.33	6.42	7.05	9.08
Depreciation.....	19.16	15.95	13.97	12.26	10.10	11.28	10.37	8.37	10.30	11.31	14.88
Bad Debts.....	1.31	2.48	2.60	2.02	1.65	2.47	1.25	.71	1.48	1.57	1.81
Spoiled Work.....	1.73	1.66	1.24	1.26	1.30	1.13	.88	2.73	1.69	1.67	1.71
Dept. Direct Expense.....	6.64	12.92	11.68	14.61	16.89	16.01	15.07	23.32	18.02	17.50	17.55
Office Stationery and Postage.....	1.92	2.34	2.79	2.23	1.79	1.78	1.37	.90	1.59	1.46	2.00
Advertising.....	3.92	4.22	4.89	3.43	2.99	3.09	2.13	1.57	2.61	1.84	2.28
Cartage and Carfare.....	1.23	2.44	3.03	2.38	2.43	1.96	1.77	1.16	1.91	2.00	2.21
Miscellaneous Expense.....	4.30	6.51	5.74	5.45	5.31	6.44	5.06	4.33	5.15	5.89	5.84
Total Mfg. Expense.....	231.77	227.16	222.65	213.62	203.20	202.19	202.99	181.76	198.88	201.04	209.49
Paper.....	131.90	109.36	127.58	107.60	108.87	130.61	159.22	98.28	114.86	97.30	108.31
Ink.....	2.88	2.96	5.04	4.11	6.37	5.32	5.43	10.81	7.20	9.79	13.47
Miscellaneous Material.....	17.31	30.61	32.71	35.39	33.43	25.80	34.33	30.00	31.71	32.47	25.70
Total.....	383.86	370.09	387.98	360.72	351.87	363.92	401.97	320.85	352.65	340.60	356.97

**PERCENTAGE OF EACH ITEM OF COST TO THE TOTAL COST OF THE COMPLETED PRODUCT
DERIVED FROM SHEETS SUBMITTED FOR THE 1920 COMPOSITE**
(Fifth Table) **Compiled by the Research Department of the U. T. A.**

	1920 A	B	C	D	E	F	G	H	Total	1919	1918
Office Pay-Roll.....	11.96	11.76	10.26	9.13	7.17	7.02	4.36	7.56	8.01	8.39	
Sales Pay-Roll.....	2.31	2.07	3.15	2.98	3.02	3.33	2.02	2.69	2.37	2.27	
Total Office and Sales P.-R.....	17.30	14.27	13.83	13.41	12.11	10.19	10.35	6.38	10.25	10.38	10.66
Mechanical Pay-Roll.....	26.06	27.02	25.78	27.72	28.42	27.47	24.88	31.17	28.37	29.36	27.55
Total Pay-Roll.....	43.36	41.29	39.61	41.13	40.53	37.66	35.23	37.55	38.62	39.74	38.21
Rent and Heat.....	3.36	3.06	2.40	2.10	1.84	2.13	1.86	2.00	2.01	2.58	3.17
Light.....	.47	.26	.21	.24	.21	.25	.23	.13	.20	.23	.37
Power.....	.43	.49	.47	.47	.48	.51	.59	.55	.52	.61	.66
Insurance and Taxes.....	.82	.85	.92	1.10	.88	.91	1.33	1.33	1.11	1.11	1.21
Interest on Dept. Invest.....	1.77	2.32	1.94	2.08	1.74	1.96	1.83	1.66	1.82	2.07	2.50
Depreciation.....	4.99	4.31	3.60	3.40	2.87	3.10	2.58	2.61	2.92	3.32	4.10
Bad Debts.....	.34	.67	.67	.56	.47	.68	.31	.22	.42	.46	.50
Spoiled Work.....	.45	.45	.32	.35	.37	.81	.22	.85	.48	.49	.47
Dept. Direct Expense.....	1.73	3.49	3.01	4.05	4.80	4.40	3.75	7.27	5.11	5.14	4.78
Office Stationery and Postage.....	.50	.63	.72	.62	.51	.49	.34	.28	.45	.43	.55
Advertising.....	1.02	1.14	1.26	.95	.85	.85	.53	.49	.74	.51	.63
Cartage and Carfare.....	.32	.66	.78	.66	.69	.54	.44	.36	.54	.59	.61
Miscellaneous Expense.....	1.12	1.76	1.48	1.51	1.51	1.77	1.26	1.85	1.46	1.73	1.61
Total Mfg. Expense.....	60.38	61.38	57.39	59.22	57.75	55.56	50.50	56.65	56.40	59.04	59.37
Paper.....	34.36	29.55	32.88	29.83	30.94	35.89	39.61	30.68	32.57	28.56	29.84
Ink.....	.75	.80	1.30	1.14	1.81	1.46	1.35	3.37	2.04	2.87	3.71
Miscellaneous Purchases.....	4.51	8.27	8.43	9.81	9.50	7.09	8.54	9.35	8.99	9.53	7.08
Total Cost.....	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

ANNUAL COST OF EACH ITEM PER EMPLOYEE (SALES, OFFICE AND MECHANICAL)—1920
(Sixth Table) **AS TAKEN FROM SHEETS SUBMITTED FOR THE COMPOSITE STATEMENT**
Compiled by the Research Department of the U. T. A.

	A	B	C	D	E	F	G	H	Total
Pay-Roll.....	1,210.06	1,419.27	1,961.38	1,585.70	1,787.50	1,607.71	1,804.43	1,678.96	1,707.42
Rent and Heat.....	94.35	105.02	118.90	81.10	81.08	91.04	94.01	89.42	89.09
Light.....	4.84	8.85	10.61	9.10	9.24	10.55	11.90	5.81	8.73
Power.....	11.90	16.78	23.47	13.55	21.18	21.91	30.35	24.78	22.96
Insurance and Taxes.....	22.90	29.13	45.41	42.36	38.69	38.95	68.22	59.31	49.03
Interest on Dept. Invest.....	49.21	79.90	95.88	80.23	76.88	83.63	93.86	74.05	80.19
Depreciation.....	139.32	148.00	178.23	130.95	126.55	132.26	132.16	116.91	129.27
Bad Debts.....	9.40	23.00	33.02	21.68	20.76	28.88	15.67	9.73	18.73
Spoiled Work.....	12.58	15.56	16.09	13.58	16.43	12.97	11.35	38.07	21.37
Department Expenses.....	48.23	120.01	149.26	156.35	211.79	187.86	192.30	324.88	225.95
Office Stationery and Postage.....	14.01	21.64	35.43	24.07	22.57	20.85	17.39	12.32	19.66
Advertising.....	28.49	39.12	62.31	36.49	37.56	36.42	27.37	21.98	32.93
Cartage and Carfare.....	8.85	22.65	38.58	25.63	30.20	23.23	22.40	16.01	23.87
Miscellaneous Expense.....	31.25	60.63	73.31	58.10	66.55	75.67	64.64	60.30	61.57
Total Mfg. Expense.....	1,685.39	2,109.56	2,841.88	2,278.89	2,546.98	2,371.93	2,586.05	2,532.53	2,494.07
Paper.....	958.69	1,015.75	1,627.97	1,150.30	1,364.49	1,532.19	1,369.29	1,369.29	1,439.94
Ink.....	21.05	27.40	64.42	44.12	79.70	62.15	69.25	150.51	89.96
Miscellaneous Material.....	125.80	284.45	417.74	378.11	419.01	302.64	437.54	418.07	397.59
Total.....	2,790.93	3,437.16	4,952.01	3,851.42	4,410.18	4,268.91	5,121.78	4,470.40	4,421.56

Continued on page 65

For the Modern Service Printer

A Department Devoted to the Interests of the Progressive Printer Who Is Interested in So-Called "Service Printing."

By PAT KAY

FROM random expressions by various members of the tribe of printing salesmen and solicitors, one could classify buyers of printing under several headings, most of them not flattering. It has been my lot to hear buyers labeled as crabs, fish, foxes, clams, bull-heads, boobs, stiffs and sundry other titles equally uncomplimentary. Only rarely are they designated by flattering titles.

Quite true it is that vendors of printing cautiously refrain from free discussion of those buyers who give them business and when voicing opinions on buyers, always discuss those who failed to give them orders. Inasmuch as their speech is shaped somewhat by their irritation or resentment, it is not the thoughtful speech of wisdom. Far better that we should ignore their odious appellation and consider the buyer for what he is—a being—more or less human.

Orders Not Placed Entirely by Price

We spill a bromide of ancient vintage when we state that there is a reason why a buyer buys from a certain source. Let us then determine what that reason is.

Price? No! Emphatically no! Ninety-six per cent of the printing bought in Chicago could have been placed at prices lower than those at which it was placed. No matter how low a price at which a job is placed it is certain that by a little more shopping it could have been placed at a still lower price.

"Well—not at a lower price and get what was ordered" you say. Ah-h—there's the point—the buyer stopped somewhere. He decided that the one firm to whom he gave his order was giving him the most for his money. The statement that price—strictly price—governed the placing of the order is shot full of holes. Orders are placed at lower prices than you and I can afford to quote, but at some point although it may have been far down the line. The buyer surely knew that somewhere there was still a lower price, but he had gone as far as he dared go or cared to go and there he stopped.

To analyze that humble stop, to study and determine the "stop" point on the orders we do and don't get—that is the task of the salesman.

Keep Within Your Own Field

Of the total volume of printing purchased in our territory we can, as an average or specialty printer, rightfully expect to compete for only that which can be logically placed in our particular type of shop. Obviously the printer of loose leaf sheets and forms cannot hope for serious consideration on color process forms, nor the advertising printer feel capable of meeting competition on huge runs of sales books. Each to that which he does best and it's tough sledding for the man who desperately tries to do everything.

First, let us remember that even the most hardened purchasing agent is human. He may conscientiously strive to buy cold bloodedly, but the element of personal influence creeps in. Further, a tremendous amount of printing is placed or influenced by men other than purchasing agents.

Being human, those folk who buy printing unconsciously form likes and dislikes. A buyer will dislike, or

fail to find you agreeable, in the same manner that *you* like or fail to like other people you meet. It is difficult for an intelligent agreeable salesman to understand how some advertising managers will pass him up and give orders to someone apparently no better. But it is done—day in and day out. You don't like everybody—you don't buy at every store—you have favorite restaurants. Yet you would frequently find difficulty in giving logical reasons for your preferences.

If you are not a golf player you may not be as successful in procuring orders from a golf enthusiast as is John Cleek, who is a golf player, and has a shop on a par with yours and whose prices are as fair as yours. Cleek doesn't get the business merely because he is a golfer, but because he and the man who is buying, having a kindred interest in golf, are a little better able to understand each other. On the other hand, you do very well with Henderson, secretary of the Colville Motor Company, because you have established an understanding and an agreeable relationship on the subject of the proper handling of the proper matter in his book of instructions. It has developed in him a feeling that you know what he wants and, therefore, he trusts your judgment. On an even break or with slight odds against you, you still get his business. Cleek may wonder why he does not connect at this point, but may take your measure when it comes to orders from the Ideal Mechanic Corporation where he and the advertising manager have developed a mutual confidence.

The Task of the Salesman

Thus it goes. It is not all price or a majority of our printers (and the successful ones they are) would not be in business today. It is not all quality or an even greater number would fail while the few de luxe printers would wax fatter and richer. It is not all service or the night and day rush printers would have devoured the rest long ago.

It is compromise all along the line. That is why we have more than one grade of enamel book papers. That is why we have printers of various classes from de luxe to ordinary as well as a substrata of ink slingers who are parasites on the printing industry and harmful to business in general.

Your task as a salesman is to regard the buyer as human, to consider his duties and difficulties, analyze his stated or implied requirements and act accordingly. If you cannot offer good cause for a man giving you his work, stay away. If you feel that you are equipped to render the service he wants, study the situation and then carry proof to him.

The preliminaries to a correct approach are these:

1. Get the *correct* name of the firm.
2. Get the *correct* address.
3. Get the *correct* phone number.
4. Get the full name of the buyer—*correctly*.
5. Learn his *correct* title.
6. Learn how to pronounce his name *correctly*.

(These can be effected by reference to the telephone book and by a tactful telephone inquiry.)

Continued on page 71

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The Baltimore Printing Trade Guild Plan

THE new organization known as the "Baltimore Plan for a Proposed American Guild of the Printing Industry" is attracting considerable attention all over the country. *The Survey*, the well-known social work publication, gives an account of the plan in its number for September 24, 1921, and speaks of its pioneer character, its aims, and the difficulties it faces. The scheme was sponsored by Edward B. Passano of the Baltimore Typothetae, who has been working on ideas of this kind for some years. On account of similarities of the purposes Mr. Passano had in mind to the plan of the lumbermen's organization of the Northwest, Robert S. Gill, who so successfully put that association on its feet, was called to Baltimore by the Typothetae for its new organization work.

As conceived, the organization aims to enroll every man and woman in the trade without regard to affiliation in any other organization, making the only requirement for membership citizenship in the United States or a declaration of intention to become a citizen. The plan anticipates joint conference committees and boards of control equally representative of employer and employee. It includes also a very interesting application of the group insurance idea designed to provide accident, sickness and life insurance, old age pensions, and ultimately insurance against unemployment. According to a pamphlet issued by the proposed Guild before its actual organization the benefits are:

Equal "say-so" as between employer and employee in the determination of all questions in which both employers and employees are interested.

The highest wages the industry is at any time capable of paying.

Recognition of the worker as a partner in industrial enterprise.

The right of conference on any and every matter pertaining to relations between the employer and employee.

The Baltimore Guild Plan will be watched with great interest by everyone who is interested in forward-looking experiments in industrial government.

Make Contracts Unbreakable

AFTER a long investigation as to the cause of cancellations the Chamber of Commerce of the United States offers these suggestions:

Draw contracts in conformity with the law of the state in which they are completed or accepted—making the obligations of both the seller and buyer equitable.

Provide in them for arbitration in case of dispute either under the state law, rules of trade organizations, or other adequate agency.

Incorporate questions in your credit inquiries, the answer to which will establish the applicants' cancellation record.

Consider it a duty and a privilege in protection to American business standards to report on inquiry those who unjustly and habitually disregard their contract obligations.

Establish an honor roll of those who have dealt with you for a term of years according to contract or terms—and let them know why.

Where transactions cannot be covered by written agreements, find means for putting a premium on good faith and insist on your employees living up to it also.

Stand for Golden Rule policy throughout your business, taking loss if necessary to demonstrate you mean it.

Without preaching, keep before your employees and your trade continuously the value of good will built on kept promises.

Urge your trade or commercial organizations to record their disapproval of all practices which have led to the present unsatisfactory conditions. It will help strengthen the weak.

Take an advance stand personally for American business integrity and let it be known. The force of example is very powerful just now.

Oral contracts are as binding as written if legal requirements are complied with; the obligation to perform is equally strong.

Teach the Buyer of Printing

PUBLICITY reaching the buyer of printing and having to do with economic conditions in the printing industry are good. The main difficulty has been that such effort has largely been confined to direct mail matter sent out by individual firms, naturally exploiting the firm sending the literature, in addition to containing general information on economic conditions.

There recently came to the attention of this office several clippings from *Sales Management*, a journal printed in London, England, which prove that country to be alert to the possibilities of propaganda designed to reach printing buyers. These take the form of articles, the heading of one, for instance, being "The Printer as an Ally in Selling." The article in question frankly takes up the matter of prices, containing such statements as "In practice, poor printed matter generally finds its way to the waste basket—and the man who has paid for it, often after beating down some printer to the lowest possible price, might just as well have thrown his money away"; "Much of the trouble is due to that strange theory of the business man that 'printing' is a nuisance—a side line—inevitable, but too paltry to spend much time or money upon"; "We still have the business man who always buys printing at the lowest price quoted—price is the only consideration—and he really deserves all he gets in the way of cheap and shoddy work"; "The printer is not, by some strange freak of commercial law, outside the basis of 'value for money', and it is really time that all business men realized that fact, and made up their minds to get good printing, and to pay a fair price for it."

The article states that a knowledge of processes involved in the production of printing would give business men a clearer conception of the possibilities of, and the need for more and better printing.

Would that some such facts might be placed before American business men, co-operatively by printers, either through advertising or such articles as that quoted above.

Labor Solution Sought

Continued from page 33

Brooklyn; C. C. Ronalds, Montreal, and F. A. Curtis, chief of Paper Section, U. S. Bureau of Standards. A paper by John H. Williams on "The Elimination of Waste in the Printing Industry," was then read.

A conference of Typothetae secretaries was held Monday and Tuesday afternoons, while educational round tables were held Tuesday and Wednesday evenings, at which time industrial relations and apprenticeship were discussed. The Secretary-Managers' Association met Wednesday afternoon and Thursday morning. Meetings of the Employing Printers' Association were held Wednesday, at which time officers were elected as follows: H. E. Wedekemper, Louisville, Ky., chairman; T. E. Donnelley, Chicago, vice-chairman, and O. A. Koss, Chicago, treasurer.

Five new members were elected to the board of governors. Their terms expire in 1924. They are: George R. Dorman, Pittsburgh; W. O. Foote, Atlanta; E. M. Lemp, New York City; A. L. Stevens, Galveston, and William Pfaff, New Orleans.

A meeting of the Tariff Printers' Society of America was held Tuesday evening, while the Advertising Typographers of America met Wednesday evening. The Law Printers' Division of the U. T. A. held its confer-

ence Wednesday evening, while the second annual convention of the International Trade Composition Association was held Thursday and Friday. One of the big developments of the conventions of the last four named organizations is the retention of Frank M. Sherman as director of the Department of Specialized Branches. Mr. Sherman had sent in his resignation, to take effect November 1.

N. Y. Printers Arbitrate

Under Dr. John L. Elliott as arbitration commissioner, the wage dispute between employing printers in the book and job shops of New York and compositors is now being considered. Representatives of the Employing Printers' Association and Typographical Union No. 6 went into conference October 27 with Dr. Elliott.

An increase in wages is sought by the compositors. They were finally compelled by the executive committee of the International Typographical Union to accept the proposal of the employers that the new wage scale be adjusted by arbitration.

Both sides have agreed to abide by the decision of the arbitration conference. The employers have insisted upon a reduction in wages, asserting that there was a drop in living expenses from October, 1920, to October, 1921.

A Request

VASSAR COLLEGE Poughkeepsie, N. Y.

Editor of BEN FRANKLIN MONTHLY:

Is it possible that I might learn through your columns of someone who owns an old-fashioned hand press that is retired from active service? Vassar College is refurbishing and redecorating the office of its Bureau of Publication in the style of an ancient printing shop. Colleges are notorious beggars. They never have money enough for their legitimate needs and this is no more than a frill, but yet a very pleasant and desirable one. I think that the old hand presses with the lever attachment which are occasionally used even now for pulling proofs differ very little from the presses of the sixteenth century, except that the later ones are of iron rather than wood. We could install an iron one and do a little "faking" to give it the heavier wooden beams and supports of the real old-timer. If someone has a veteran of this sort taking up space in the shop and would care to present it to Vassar College, I should be glad to see that it is properly inscribed with the donor's name and that costs of transportation are paid.

In the hope that you may be able to put me in touch with this greatly desired piece of furniture, I am,

Yours brazenly, as well as gratefully,

BURGESS JOHNSON.

Women Who Attended Toronto U. T. A. Convention



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Your Salesmen Are Your Credit Guides

ARE your salesmen afraid of "hurting the customer's feelings"? This question is appropriate at this time when credit must be watched as never before and in an industry where the salesmen very often determine the credit that is to be extended to the customer.

Where a firm is unknown or is not listed in the commercial directories it is well to ask for payment in advance or upon delivery of the goods. It is an unwritten law of such matters that the right sort of firm will never take exception to a request for vindication of its ability to pay.

The story is told of a young salesman who brought in such a quantity of orders on his trip that the older men were ashamed. Then investigation showed that a majority of the names were new to the salesman's house and that he had actually brought in very little business from old established firms. A courteous letter suggesting that it would be in order to send an advance payment went to all houses not listed. Only 10 per cent answered with money orders. The others either ignored the letter or wrote sarcastic letters cancelling their orders.

It is absolutely necessary for a salesman to get it out of his system that it is an insult to a customer to ask concerning financial matters. It is the salesman's duty and an important part of his job to do a certain amount of detective work. Banks are a source of reliable information.

Frankness regarding credit is usually good policy. If the salesman does not find the company he is attempting to sell rated satisfactorily it is his duty to protect his house before obligating it to deliver printing.

Every salesman should constitute himself a personal credit manager. It is something he owes himself as well as his firm. Orders, unpaid for, not only hurt the firm but the salesman as well.

German Competition for American Manufacturers

GERMAN competition already is being felt by manufacturers of printers' supplies. Just how successful the present direct mail campaign of certain German manufacturers will prove remains to be seen, but that a persistent drive is under way is indicated by literature being received by numerous American printers from one or more German concerns.

Germany was among the leaders in the Graphic Arts before the war and the inventions coming from that country did much to advance the art. That that country intends making up for lost time does not discredit it, and German inventions such as the "Manul" process described in another section of this magazine will do much to help it regain its lost prestige.

It is only in the "new" that American manufacturers have to fear German competition for American machinery is far better built, supplies for such machinery can be obtained in less time and at less expense—these factors combined with the feeling against Germany as a late enemy, will serve to keep American printers as customers of American supply houses. However, it behooves the wise manufacturer to keep his eyes open so that European printers will not get the edge on Americans through new methods, cheaper production or production of the unusual.

If that is done we can rest assured that there will be one direct-mail campaign that will fall flat.

More About "Manul" Printing

THE *British and Colonial Printer and Publisher* in a recent issue contained an enlightening article on the "Manul" process of reproducing printed matter without a camera. The process derives its name by inversion of the syllables of the name of its inventor, a Mr. Ullmann. The process has been used in Switzerland, where it was invented, for some time, but has only recently made its appearance in London. The article follows:

The main principle of the process is to take the printed original to be reproduced and apply it directly to the sensitized surface of a glass plate, thus obtaining a negative by simple exposure to light, the resulting film being ready for immediate printing-down. The process is similar to another one invented by J. N. Player. The question of the validity of the "Manul" patent rights has been raised but, it is said, that if only a moderate fee were asked for the use of the German inventor's process it might be worth while to acquire it and thereby obtain working details which would save experimenting. The process is regarded as one of great value to the offset lithographer and the direct photo-lithographer.

Hitherto the "Manul" process has not been operated in England, any British work obtained being taken to Switzerland for execution. This was not a state of affairs that could be looked upon favorably by British printers. Now, a new development has taken place whereby the actual preparation of the plates and the printing of the reproductions is being effected in England. The Polygraphic Co., of Laupen-Berne, Switzerland, which first announced this method of reproduction, has appointed the Muston Co., of 4, Bell-yard, London, W. C., as British agents, and the latter firm is now receiving many inquiries about the process. They affirm that as far as they are aware there is no similarity between the Player method mentioned above and the "Manul" process. Into the latter process no photography enters, and, furthermore, the actual work is done from a film and not from a glass negative. After the impression has been taken on to the sensitized glass negative the latter is submerged in liquid, and the film leaves the glass. It is this film which forms the basis of operation, and it will at once be seen it can be used either as a negative or a positive, a development hitherto impossible. The films have the advantage of being unbreakable, taking up little space, and also freeing the glass immediately for further work. The films are a permanent record, and can be used repeatedly if desired.

The applicability of the process is not limited to the reproduction of illustrations or letterpress for which the type and blocks are no longer available. It is stated that the new process can in many cases be profitably used to displace stereotyping of newly-printed work. The claim is made that the cost of reproducing any average printed book, including the making of the films, the transference to plates, and the machining, shows an average saving of 15 per cent on the cost of making moulds and stereos, and reprinting from stereos. If this claim can be substantiated, the new method will have strong attractions in these days when the question of cost is of paramount importance. Moreover, when it is claimed that by this process an increased amount of capital, otherwise tied up in moulds and stereos, is made available for new work, the position becomes even more interesting.

On inquiry of the Muston Co. it is learned that it is hoped shortly to issue licenses to various British printers for the use of the "Manul" process. The secret lies in the composition of the emulsion used in sensitizing the plates for negative-making. This will not be disclosed, but so much emulsion per year will be supplied licensees.

Who represents your idea of a real Salesman?



OUT of the scores of paper salesmen calling on you, one probably represents your idea of what a real salesman should be and know and do.

We are looking for this salesman, and we should like to have you call his attention to the fact that The Berkshire Company, of Chicago, can use him in its business.

As you probably know, we carry a full line of high grade printing papers. We are young and growing. We want a salesman who knows paper and how to sell it—briefly, we want the salesman who has sold you.

*You'll do him and us
a favor by showing
him this ad*

COUPON BOND

The Recognized Paper of Quality for Half a Century

Originated in our mills fifty years ago!

Instantly recognized and acclaimed by the most exacting buyers of paper! Standing for half a century as the high mark of bond paper quality.

That has been the history of Coupon Bond.

Three generations of master craftsmen have concentrated all their efforts upon the maintenance of its quality. Today every facility of one whole mill of the American Writing Paper Company is devoted to its manufacture.

It is because of these efforts that Coupon Bond has retained its leadership among all bond papers—a leadership as definitely recognized today as when it was first put on the market. Its quality has never varied from the time it won its popularity.

Business is on the mend. This means that there is a greater opportunity today than for many months to sell high grade paper.

With these conditions our Service Houses are putting their sales efforts behind the acknowledged leader in each type of paper stock

Among bond papers, these houses are pushing Coupon Bond. Their reports show that the choice has been well made. Paper buyers appreciate its unvarying quality and its rich ivory whiteness.

The fact that Coupon Bond can be bought in envelopes—all sizes for both stationery and commercial purposes—is the clinching argument. Today the demand for envelopes of the same stock as the letterhead is almost universal.

NOTE: This announcement of Coupon Bond is addressed to Printers, Lithographers, Stationers and Engravers only. The American Writing Paper Company recognizes their right to select the paper. Consumers are directed to look to them for the proper Eagle-A paper for each printing requirement.

Better quality and value
through standardized
manufacturing.



Maximum economies
through Service House
distribution.

AMERICAN WRITING PAPER CO.

The Paper Service Manufacturing Institution

HOLYOKE, MASS.

Are you using your copy of the B. F. Chicago Paper Directory and Price List?

E. F. HAMM, President
T. E. DONNELLEY, Vice-President



DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

FIFTH FLOOR 536-538 S. DEARBORN STREET

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF, AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, SECRETARY

Local Association Reorganizes

The reorganization plan of the Franklin-Typothetae of Chicago was officially adopted at the October meeting of the organization held October 27.

Under this plan the Franklin-Typothetae itself becomes purely an educational association and will have nothing to do with labor. Labor problems will be handled by two separate organizations affiliated with the Franklin-Typothetae. Each of these organizations will have its secretary or commissioner of labor and will devote its energy to the settlement of labor difficulties and, in time, to the entire elimination of all difficulties. The Franklin Association will represent the Closed shops. The Typothetae Association will represent the Open shops. Each will elect its own chairman, vice-chairman and treasurer, who automatically become members of the Executive Council of the Franklin-Typothetae. Each has appointed an Industrial Relations Committee, which, acting jointly, become the Joint Industrial Relations Committee. The membership of these committees for the current year is as follows: The Franklin Division: James Hibben, James H. Rook and P. D. Fenn. The Typothetae Division: Ben C. Pittsford, T. E. Donnelley, J. T. Cassidy.

Each organization is supported by the return to the respective treasuries of 20 per cent of the dues paid the Franklin-Typothetae association members.

Through this plan it is hoped to eliminate much of the friction hitherto prevalent because of indiscriminate mixing of labor policies with educational work and at the same time allow Secretary W. K. Tews and the Franklin-Typothetae staff to devote all of their time to educational activities.

The reorganization plan as outlined necessitated the revision of the Constitution and By-Laws of the Franklin-Typothetae and this was also done at the October meeting.

Another important matter which came up was an increase in dues to be paid the

United Typothetae of America. By action of the membership the amount to be paid the national association is now \$15,000 per year instead of \$12,500, the amount paid last year.

To meet this increase, minimum dues were raised from \$18.00 a year to \$36.00 a year.

Credit Association Report

The work of the Printing Trades Credit Association for September, 1921, shows results for the following members:

Collected without suit.....	\$2,026.90
Collected with suit—	
Barnard & Miller.....	\$ 57.50
E. L. Fantus & Co.....	35.00
Foley & Co.....	236.30
Lehnen & Bergstrand.....	10.00
Rider & Dickerson.....	78.00
Trade Shop Typesetters, Inc.....	286.20
University Printing Co.....	25.00
Total	\$728.00

JUDGMENTS SECURED

National Printing & Publishing Co. vs. Matthew Banich.....	\$ 57.60
Carlstrand Becker vs. Thomas J. Powers	33.90
Rider & Dickerson vs. Higgins & Henry	75.00
Economy Printing Co vs. William E. Dunn	50.00
Foley & Co. vs. Sidney C. Anschell..	120.00
M. Kallis & Co. vs. H. C. Herschman	74.70
A. M. Kohn, Active Printing Co., vs. Isadore Pass, etc.....	20.20
National Prtg. & Publ. Co. vs. R. Weinhouse	68.30
S. J. Wittenberg vs. Louis D. Nichols	60.80

Total

Educational classes started Monday night, November 7, when the first meeting of the class in Estimating was held in the assembly hall at Franklin-Typothetae headquarters, 538 South Dearborn street. The class in Salesmanship will meet Thursday night, November 10, in the same place, with Noble T. Praigg,

Advertising Counselor for the U. T. A., as instructor. Classes in Cost Finding and Accounting also start the week of November 6.

Direct Mail Night

With the purpose of demonstrating how Chicago printers can increase their businesses through the sale and production of direct-mail advertising, the Franklin-Typothetae has designated its November meeting as "Direct-Mail Night." The meeting will be held November 17, at the City Club.

Several men prominent in the direct-mail field will speak, including Joseph A. Borden, of the American Writing Paper Co., Noble T. Praigg, Director of Advertising, U. T. A., and Homer J. Buckley, of the Board of Governors of the Direct-Mail Advertising Association.

Mr. Borden will outline the plan of the American Writing Paper Co. for the increase in the use of direct-mail advertising and will tell how his company plans to co-operate with printers through an advertising campaign to the consumer and an educational plan to the printer.

Mr. Borden has presented his plan in several other cities, in each of which it has been enthusiastically received. The plan is one of the most far-sighted so far proposed by that far-sighted company and will undoubtedly result in greatly increased business for the company. Details of the plan will make up Mr. Borden's address.

Chicago master printers will have a permanent golf organization, as foretold in the October BEN FRANKLIN MONTHLY. A committee has been appointed to arrange all details. M. E. Franklin, of the W. F. Hall Printing Co., is chairman. Other members representing the printers are W. Thomas, of J. Thomas & Co., Ben C. Pittsford, of the company of the same name, and H. E. Roelke, of the Blakely Printing Co. Those representing the allied trades are A. C. Hammond, of the Dexter Folder Co., and F. H. Farnsworth, of the Sigmund Ullman Co.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

UNITED STATES AT LARGE

Robert E. Ramsay, author of "Effective Direct Advertising," and "Effective House Organs," has resigned as director of sales promotion, publicity and advertising for the American Writing Paper Co., Holyoke, Mass., to become vice-president of James F. Newcomb & Co., Inc., 441 Pearl street, New York City, producers of direct advertising, house organs and general printing.

Mr. Ramsay assumed his new duties October 1st, but gave his entire time for the month of October to the promotion of the Direct Mail Advertising Association Convention and Exposition, held in Springfield, Mass., October 25 to 27 inclusive.

Mr. Ramsay is well known in the direct advertising and house organ fields and his recent paper-trade experience has brought him in very close touch with thousands of printers throughout the country. For seven years he has been a member of the Board of Governors of the Direct Mail Advertising Association; has addressed all of the leading advertising clubs east of the Rockies, and for a long period was advertising manager of the Art Metal Construction Co., Jamestown, N. Y. He also was for some time editor of *Postage and Advertising and Selling*, and is well known by his writings in the leading printing, direct advertising and business magazines. Mr. Ramsay is a regular lecturer on direct advertising and house organs at the New York University and other educational institutions.

James F. Newcomb & Co., Inc., is an organization of one hundred and twenty-five people, well-known in the downtown section of New York, producers of printing for a great many large firms, and their advent into the direct advertising and house organ field will be watched with interest.

The Canadian Joint Council of Industry issued a finding recently in regard to the job printers' dispute insofar as it applies to a certain number of Winnipeg, Canada, firms who signed up with their employees for the 44-hour week and agreed to submit the question of wages to arbitration. The award fixes the wages for the period beginning September 12 and ending June 30, 1922, at 90 cents an hour. The finding is a reduction on the prevailing scale.

The Joint Council suggests that its award be accepted as the basis for negotiations between the Pressmen's and Bookbinders' union and their employees. The award is acceptable to both the union printers and their employees who recognize the 44-hour week.

There was recently formed in Nashville, Tenn., a permanent organization to be known as the Nashville Stationers' Club, which is composed of all of the members of the national association in that city, which are:

The Brandon Printing Co., Davies Printing Co., Foster & Parkes Co., Marshall & Bruce Co., McQuiddy Printing Co., Williams Printing Co., Remy-Nance-Connell Co.

At the first meeting the following officers were elected: J. Victor Barr, of the Brandon Printing Co., president; John Ambrose, of the Davies Printing Co., secretary and treasurer.

Meetings are to be held weekly.

R. R. Farrow, of the Canadian Commission of Customs and Excise, has promulgated a new ruling concerning Canadian printing plants, as follows:

"Job printing concerns who do printing to the order of the individual customer and sell *exclusively* by retail, sales tax does not apply.

"Job printing concerns who print for stock or for any trade for re-sale, sales tax applies on such sales."

The Toronto Typothetae has bulletined this information to its members, together with the statement that "in cases where the tax has been paid to the Government from May 10, 1921, inclusive, it will be refunded, and application must be made to the local collector on the proper form."

This is an important ruling, inasmuch as it marks another step in the downward trend of printed matter cost, and should offer the basis for a similar plea for exemption on the part of engravers.

New York Typographical Union No. 6 has been ordered by the International Executive Council to arbitrate the wage controversy with the Closed Shop (Printers' League) branch of the Employing Printers' Association of that city. The International Executive Council met with the Special Labor Committee of the League in an attempt to mediate the points at issue, but reached the conclusion that unrestricted arbitration was necessary. It was agreed that pending arbitration the present wage scale of Typographical Union No. 6 shall remain in effect until the end of November, 1921, and that the scale awarded by the arbitrator shall become effective on the first pay day in December, 1921, retroactive to that date if the award is received thereafter. It is understood that the Executive Council will recommend to Typographical Union No. 6 that the wage scale so determined shall be effective for one year.

The labor situation in the paper industry has cleared with the report of the arbitration committee, which after a thorough survey of conditions throughout the news print districts affected in both the United States and Canada, issued a schedule calling for essentially the wage reductions originally desired by the employers. The award covers the specific schedule of each company based in general, except for common labor, on a return to the 1919 schedules for classified positions paying less than 60 cents an hour, and a 10 per cent reduction for positions paid at the rate of 60 cents per hour and more. The rate for outside unskilled workers is fixed at 40 cents an hour. The new schedules are to be in effect until May 21, 1922, unless the board should agree upon a change after December 1.

John Greene, a native of Paterson, N. J., has been appointed deputy public printer, the second highest office in the Government Printing Office.

Mr. Greene has been superintendent of work in the Government Printing Office since June 1. This office is to be abolished and its duties taken over by Mr. Greene under his new title. The deputy public printer will have full charge of production, amounting to \$13,000,000 worth of government documents a year.

The Dick Spicker Job Printing Shop, located at 103 West Main street, Jacksonville, Ill., is undergoing a change and additional room is being added to the building to take care of new office fixtures and a new automatic press which is to be installed as soon as the building is in readiness.

Reub. Williams & Sons have purchased the four business lots located on the corner of Market and Indiana streets, Warsaw, Ind., for the purpose of erecting thereon a new home for *The Daily Times and Indianan*.

The property, which now contains a frame building and a residence property on the corner, will give an area of 66x88 feet. The publishing and newspaper business of Reub. Williams & Sons will all be housed on the first floor when the new building is erected.

A change in both location and name of one of the established printing shops of Huntington, W. Va., was announced last month, when it was made known that the Gentry Brothers Printing Co., formerly the Service Printing Co., had moved its quarters from 840 Fourth avenue, rear, to 1043 Fourth avenue, rear, that city.

J. G. Gentry, R. S. Gentry and S. R. Gentry are in charge of the establishment.

With its removal to new quarters additional equipment has been added, including a Kelly press.

Educational classes of the Cincinnati Franklin-Typothetae were started the week of October 16. J. M. Thomssen, of the Methodist Book Concern, is instructor of the estimating class; Ren Mulford, Jr., of the Thompson Koch Co., and formerly with Procter & Collier Co., is in charge of the salesmanship class, while G. W. Trumbell, manager of the Cincinnati organization, has charge of the cost finding class.

In the death of Harry W. Leggett, of Ottawa, Canada, in his 47th year, Canada loses a man whose work as a typographer and letterer has become well known throughout the continent. He was born in Renfrew, Ont., and after some years with the British-American Bank Note Co. at Ottawa, joined the staff of the Canadian Interior Department.

At a recent meeting in the Labor Temple, Toronto, Canada, striking printers pledged several thousand dollars for the purpose of starting a co-operative printing plant to provide work for their members. A committee has been appointed to promote the scheme, which involves the subscribing of part of their weekly strike allowance by the men now on strike in Toronto.

A joint dinner of the Printing House Craftsmen's clubs of Washington, D. C., Richmond, Va., and Baltimore, Md., at which President Harding will be the guest of honor, has been proposed by the clubs of those cities. It is planned to make the dinner one of the largest ever held. The date has not yet been set.

The Busy Printing Co., New Orleans, La., has moved from Commercial place to 510 Natchez alley. The Cox Printing and Publishing Co., of the same city, announces its removal to 521 Carondelet street, while headquarters of the DeLuxe Press have been removed from Board of Trade alley to 619 Baronne street, New Orleans.

Robert G. Smith, for many years advertising manager of the F. S. Royster Guano Co., of Norfolk, is now associated with the Waggaman Lithographic Manufacturing Co., of Washington, D. C., manufacturer of lithographic advertising, as manager of its service department.

Ben H. Smith, recently with the Proctor & Gamble Co., has joined the advertising service department of the Schmidt Lithograph Co., San Francisco, Cal.

A half-million dollar corporation has been formed at Jefferson City, Mo., to operate a chain of printing plants and stationery stores in the middle west, with The Hugh Stephens Printing Co. of Jefferson City as the principal unit in the group.

The plant, equipment and good-will of the Hugh Stephens Co. have been bought by a syndicate headed by Otto C. Botz of Sedalia, Mo., who will be general manager of the new corporation, succeeding Mr. Stephens, who will retire. William Sacks, oil magnate and real estate operator of St. Louis, is the principal capitalist behind the new organization.

The merger unites two of the leading printing and stationery establishments in Missouri. The Botz family has for years operated a printing plant and office supply store in Sedalia, and a few months ago purchased a stationery store, an art shop and a printing plant in Jefferson City. All of these concerns will be operated under one management, with no changes in name, policy, location or personnel, except for the retirement of Mr. Stephens. The executive, buying and business offices of the chain will be located at Jefferson City.

The Hugh Stephens Printing Co. was established twenty-four years ago by Hugh Stephens, who was then but twenty years of age. It has held the contract for the official state printing throughout its history, but its commercial business has grown to such proportions in late years that it now exceeds the state printing in volume. The company specializes in fine catalog work, college annuals and seed catalogs, maintaining separate service departments for the handling of this work.

It has the third largest Monotype battery in the United States west of the Mississippi river, using Monotype composition exclusively. The plant is housed in a specially constructed building, ideally equipped, with great saw-tooth skylights over the daylight pressroom.

The Jefferson City Printing Co., a smaller concern, will be operated as a mail order supply house for bank and business printing. The two Botz printing and stationery stores in Sedalia and Jefferson City will cater to the equipment, supply and stationery trade, specializing in the outfitting of banks, offices and institutions. An art shop in Jefferson City is controlled by the syndicate, and will handle gifts, books, greeting cards and specialties. A wholesale stationery business will be operated from Jefferson City. It is proposed to establish branch stores in other cities.

Justin Miller, formerly with the Bureau of Engraving, Minneapolis, is now associated with the A. Zeese Engraving Co., Dallas, Texas, as advertising counselor.

Speaks to Newsmen

Roland T. Patten, secretary-treasurer of the Maine Press Association and business manager of the Skowhegan (Me.) *Independent-Reporter*, was the principal speaker at the October meeting of the Connecticut



ROLAND T. PATTEN

Editorial Association, held at the Elton Hotel, Waterbury, Conn., Saturday, October 29. His subject was "Some Things I Have Found Helpful in the Conduct of a Country Weekly and Job Printing Office." Other speakers were J. C. Brimblecom, editor Newton (Mass.) *Gazette*, and vice president of the National Editorial Association; Walter Stemmons, agricultural editor, Connecticut Agricultural College, and W. J. Pape, publisher Waterbury *Republican* and president Publishers' Buying Corporation. Officers of the Connecticut association are O. S. Freeman of Watertown, president, and A. S. Barnes of Bristol, secretary.

A demand that no Oklahoma City (Okla.) printing contract be let with a firm not employing union labor was made before the board of commissioners October 8 by a committee from the trades and labor council. The commissioners left the problem to the commissioner of finance, who is in charge of city printing work.

Thomas E. Kennedy, former president of the Thomas E. Kennedy Printing Equipment Co., and editor of the *Western Tobacco Journal*, Cincinnati, died in that city October 5 of heart disease. He was sixty-five years of age. Mr. Kennedy was a member of the Cincinnati Franklin-Typothetae, the Chamber of Commerce and the Advertising club.

Another stage in the Montreal, Canada, printing strike is seen in the formation of the Catholic Union of job printers, on a religious and national basis, with the 48-hour plank and wages of \$36. Preliminary work has been going on for some time and crystallized three weeks ago in the above organization. So far the union has about 75 members.

J. F. Lutz, of Lutz & Stahl, Keokuk, Iowa, died at his home in that city September 18, following an operation.

Mr. Lutz was in the printing business upward of 45 years and a member of the firm of Lutz & Stahl for the past 17 years.

Woodward Auble last month resigned as head of the printing department at the Richmond, Ind., high school to become assistant manager of vocational printing at Arsenal Technical high school, Indianapolis.

The Hampshire Advocate Co., 409 Wisconsin avenue, Peoria, Ill., was incorporated recently with capital of \$50,000, to do publishing and printing. Incorporators are L. T. Bunn, E. C. Stone, E. M. Harsch.

H. S. Hayden, who has been associated with the Associated Artists of Philadelphia, has joined the sales department of The Beck Engraving Co., also of Philadelphia.

Work has been started on the four-story printing plant, 80x180 feet, being erected on Ferry street, Concord, N. H., by the Rumford Press, estimated to cost \$175,000.

Graphic Arts Co., 74 Union Place, Hartford, Conn., has awarded contract for the erection of a three-story printing plant, 60x82 feet, to cost \$75,000.

Fred D. Fox, formerly with The Spotless Co., Inc., has joined the direct-mail advertising department of Garrett & Massie, Inc., printers, of Richmond, Va.

John A. Lubs, formerly with Johns-Manville, Inc., New York, has joined the advertising service staff of The Kalkhoff Co., printers, New York.



RADIUM BOND

(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

CHICAGO

Those Chicago printers and advertising men who were unable to attend the Springfield convention of the Direct Mail Advertising Association last month will be given the opportunity of hearing much that happened at that time when, on Wednesday, Thursday and Friday, November 9, 10 and 11, the Direct Mail Department of the Chicago Association of Commerce Advertising Council will hold a Direct Mail exhibit and meet for luncheons in the Cameo room of the Hotel Morrison. The first luncheon to be held Wednesday noon will be addressed by Homer J. Buckley, of Buckley, Dement & Co., on the subject of "Sidelights of the Springfield Convention," and Joseph Meadon, of Detroit, president of the National Direct Mail Association, on "The Future of Direct Mail Advertising."

Charles J. Crockett, of the American Lady Corset Co., Detroit, will speak at the luncheon Thursday noon on the "The Salesmanager's Problem of Co-ordinating Advertising and Sales." A Direct Mail dinner will be held at 6:30 that night, at which time the Direct Mail play "Steering Mr. Carr Ahead," will be presented. This will be followed by a ball. Friday E. D. Stryker, of the National Lamp Co., will speak at the noon luncheon on "Getting the Best From Our Mail Advertising." The exhibit of Direct Mail advertising will be open day and night.

Phil A. Howard, head of the Ben Franklin Publishing Co., publisher of BEN FRANKLIN MONTHLY, was elected treasurer of the Printing Supplymen's Club of Chicago at that organization's October meeting, held at the Hotel Morrison, Friday, October 7. Mr. Howard succeeds Will S. Menamin, resigned.

Morris R. Ebersole, formerly manager of the copy and production department of the J. Walter Thompson Co., Chicago, and more recently assistant manager of advertising of the American Radiator Co., has become sales manager of the Magill-Weinsheimer Co., Chicago. Mr. Ebersole will also manage the sales service department.

A. J. Rich, formerly director of education for the United Typothetae of America last month joined the field department of the American Writing Paper Co., under the direction of Joseph A. Borden. Mr. Rich is at present confining his efforts to Chicago territory.

G. L. Busian, director of advertising for the De Laval Separator Co., Chicago, was the speaker at the November meeting of the Printers Supplymen's Club, held at the Morrison Hotel, the evening of November 4.

Chicago Incorporations for October, 1921

The following firms were incorporated under the laws of Illinois during October: Dansk Tridende, Inc., 122 S. Michigan Ave.; capital, \$6,000. Printing and publishing. Incorporators: Carl W. Larsen, Samuel A. Vankirk, and Kristian Baun.

Metropolitan Printing House, Inc., 272 Prindville St. Capital, \$10,000. Printing and publishing business. Incorporators: H. O. Mueller, Albert P. Schuman, and Roy C. Vance.

Fitzgerald Publishing Co., 720 S. Dearborn street. Capital, \$20,000. Printing, publishing business. Incorporators: Merle B. Snyder, Raymond M. Hydes and Wm. F. Fitzgerald.

The Abbey Studios, Inc., 3517 N. Lincoln avenue. Capital, \$200,000. Manufacture and deal in machinery, printing, lithographing, etc. Incorporators: Victor H. Erpelding, Herbert W. Molter, Israel M. Cohn and Edwin L. Draun.

Commercial Journal Co., Inc., 1020 S. Wabash avenue. Capital, \$5,000. Printing and publishing business. Incorporators: Frank B. Teed, Robert M. Pierson, Donald S. McKinley.

The Chicago Chronicle Publishing Co., Inc., 3216 W. Roosevelt road. Capital, \$25,000. Printing and publishing business. Incorporators: Harter L. Goodman, Eva L. Curtis, H. L. Meites.

Rodger Publishing Co., 320 S. Dearborn street. Capital, \$25,000 and 600 shares, no par value. Incorporators: J. M. Rodger, J. K. Murphy and F. Rodger. Printing and publishing business.

R. B. Newell Co., 14 W. Washington street. Capital, \$25,000. General advertising and printing business. Incorporators: Robert B. Newell, Pearl B. Newell, and Ethelbert A. Maburn.

Franco Printing Corp., 59 E. Lake street. Capital, \$50,000. To transact engraving, lithographing, electrotyping, linotyping, etc. Incorporators: B. J. Kanne, Jacob L. Cohn and Genevieve Litka.

Hillison & Etten Co., 638 Federal St., increased capital stock from \$5,000 to \$250,000.

A combined meeting of the North, Northwest and West Side Groups of the Franklin-Typothetae will be held Monday evening, November 21, at the Seville Hotel, 4144 Sheridan road. Ex-Governor E. F. Dunne, Edward F. Hamm, president of the Franklin-Typothetae, and Walter F. Raymer, president Fullerton State Bank, will be the speakers.

A Chicago printing exhibit is being planned for the Newberry Library in November. Secretary W. K. Tews, of the Franklin-Typothetae, is arranging details. Firms wishing to exhibit should communicate with him.

O. S. Barrett, formerly advertising manager of the Studebaker Corporation, of South Bend, Ind., has become sales and advertising manager of the Pontiac Engraving & Electrotype Co., of Chicago.

George Seton Thompson, former owner of the George Seton Thompson Press, has joined Bond Brothers Co., 727 South Dearborn street.

The announcement was made late last month of a change in the supply firm of Harnett, Weatherly, Hoffert, Inc., 608 South Dearborn street, whereby that company becomes known as the Harnett Co., Inc., with A. DeVere Harnett president and general manager, A. E. Black, district manager of the Equitable Life Assurance Society, vice-president, E. Leslie Osborne, cashier of the American National Bank, Racine, Wis., secretary and treasurer, and William C. Hood, president of the same bank, one of the directors.

The company has established a factory in Racine where it will manufacture a new ink compound known as X-Static Printing Compound. This factory is capable of producing 3,200 pounds of the compound in a day.

The sales offices of the concern will be maintained in the Transportation building, Chicago, where a complete stock of X-Static compound will be kept and, in addition, a service station with repair parts for the numerous printing machines for which the company is agent. These include the Christensen Automatic Stitcher Feeder, the Shattuck & Bickford Automatic Feeder, the Nelson Bros. and Strom Fully Automatic Casing-in Machine, the Tuttle Curve Line Engraving Machine and the Bunn Package Tying Machine.

Announcement of the incorporation of the Goodheart Willcox Co. was made last month by William R. Goodheart, of the Stromberg-Allen Co., and president of the International Club of Printing House Craftsmen, George E. Crane, of the Chicago Roller Co., and Charles D. Willcox. The company has license to "manufacture and deal in books, journals, newspapers, music, advertising, etc.," and is incorporated for \$30,000.

Smith-McCarthy Typesetting Co., located in the Caxton building, 508 South Dearborn street, since 1913, will move November 15 to 637-641 South Dearborn street, where the company will have the entire second floor of the new building just completed at that place. In its new quarters the Smith-McCarthy Co. will be even better able to serve its clientele than in the past.

George C. Jager, formerly of the George C. Jager Typesetting Co., 422 South Dearborn street, now known as the Albert Typesetting Co., last month purchased the plant of Paul J. Grunewald, 4100 North Oakley street, where he will conduct a trade composition plant in addition to doing general printing.

Determined action on the part of Chicago publishers to bring about lower printing costs was expressed last month by the Chicago Trade Press Association, which made demands for a thirty per cent reduction after November 5.

A. R. Balfanz, formerly with Kinkead-Gillespie-Balfanz Co., 638 Federal street, is now interested in the firm of H. G. Adair, 107 North Market street.

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

MARGACH AUTOMATIC METAL FEEDERS

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

Chicagoans who attended the Direct-by-Mail convention at Springfield last month included:

Donald P. Bean, University of Chicago Press; B. A. Bolt, R. R. Donnelley & Sons Co.; Miss E. Drage Brown, Northwestern Expanded Metal Co.; Homer J. Buckley, Buckley, Dement & Co.; J. P. Connell, Reuben H. Donnelley Corp.; G. C. Crippen, University of Chicago Press; Gordon Curtis, Reuben H. Donnelley Corp.; Frank W. Dignan, La Salle Extension University; H. M. Dill, Reuben H. Donnelley Corp.; Bertel O. Henning, 189 W. Madison street; F. C. Hollister, 550 Sherman street; H. H. Kuhl, Kuhl & Bent Co.; H. F. Lewis, Reuben H. Donnelley Corp.; Charles Henry Mackintosh, La Salle Extension University; Robert G. Marshall Letter Co.; Miss Janet A. Olson, Kier Letter Co.; Jos. H. Robinson, Atlas Letter Service, Inc.; Harry Heilman, Editor *The Inland Printer*.

A Guild of Free Lance Artists, similar to that of New York City, was formed in Chicago last month by local advertising artists and illustrators. The purpose of the guild is that of bringing purchasers and producers of art together. McClelland Barclay, Wrigley building, is president; Frank J. Mayfield is secretary; W. P. Welsh and A. H. Henderson, vice-presidents, and John B. Woodruff, treasurer. The slogan of the organization will be "Deal with the artist direct."

The Bronson Canode Printing Co. has purchased from the T. W. Phinney estate of Boston the northeast corner at Washington boulevard and Elizabeth street, 50x142, improved with an old frame residence, and is having plans prepared preliminary to the erection of a five-story building, which they will occupy. The building and land will involve a total expenditure of nearly \$150,000.

Henry A. Roefer, formerly with R. R. Donnelley & Sons Co., as manager of the engraving and offset departments, and Victor R. Julien, formerly of the same firm, as sales manager of the engraving department, are now in charge of the photo-engraving department, recently established by The Central Typesetting and Electrotyping Co., Chicago.

The third fall business conference of the American Paper and Pulp Association was held at the Drake Hotel, Chicago, November 1 to 4.

The general subject discussed was "The Paper Industry as Seen by Manufacturer, Merchant and Consumer."

Printing to Be Taught in Every Public School

Assurance by J. Lewis Coath, youngest member of Chicago's Board of Education, that he will co-operate with the Franklin-Typothetae of Chicago in the work of



J. LEWIS COATH

teaching printing in all high and grammar schools of the city, promises to relieve in a measure, the serious shortage of trained help in the printing industry.

William C. Hollister, chairman of the legislation committee of the Franklin-Typothetae, and James McNally, vice-chairman of the committee, secured the promise of Trustee Coath not only to lay the project before the educational body, but to devote the entire six years of the term to which he was recently appointed by Mayor William Hale Thompson, to making possible the thorough training of every boy and girl who wants to learn the printing trade.

Superintendent of Schools Peter A. Mortenson is already on record as favoring an extension of manual training to pupils in lower grades than at present, and the progressive tendencies already evinced by the popular superintendent warrant the prediction that Mr. Coath will have an able ally in the project which means so much to the "art preservative of all arts."

James McNally is vice-president of Rand, McNally & Co., America's greatest map and

atlas publishers. His active connection with the printing industry antedates the great fire of a half century ago. Mr. McNally came to Chicago from Belfast, Ireland, in 1869, to join his brother, the late Andrew McNally, in what was even at that early date the leading printing establishment west of New York. He has always taken an interest in politics, and was an official of the old Marquette Club before joining the Hamilton Club of Chicago, of which he is one of the oldest members.

Other members of the legislation committee are Winfield P. Dunn, president of the W. P. Dunn Co.; Fred J. Riley, president F. J. Riley Printing Co., and Jeremiah M. Cox, president of the Chicago Typesetting Co.

J. Lewis Coath has managed the extensive picture department of the Manz Engraving Co. (The Hollister Press) for the past fifteen years. For nearly twenty years before coming to Chicago he was associated with Edward Stern & Co., of Philadelphia, then and now one of the leading printing concerns of that city.

Mr. Hollister is vice-chairman of the ways and means committee of the Franklin-Typothetae, and also of the machine composition division of the same body. He is also president of the Champlin Law Printing Co. and the Chicago Lino-Tabler Co., and is a director of the First National Bank of Oak Park.

A to Z Typesetters, 117 North Wells street, have just issued a comprehensive type chart for use of their customers.

According to the League of Employing Printers the following table shows the standing of closed and open shops throughout the country on September 15:

Prior to May 1st there were in 102 cities:
2424 Union shops, and
28892 Help employed in all departments in these shops

1468 Open and non-union shops
19443 Help employed in all departments in these shops.

Now there are in these 102 cities:
1184 Union shops operating with
7404 Employees of all classes
2695 Open and non-union shops operating with
35406 Employees of all classes.

Since May 1st:
896 Shops have agreed to the 44-hour week. These shops give employment to

6283 Employees in all departments, and in
621 Of these shops the employer holds a card, and counts as a hand in the shop

2744 Shops are working 48 hours or more, and will continue doing so.

What Profiteth a Printer

If he installs the best press money can buy---then uses cheap rollers?

PHONES WABASH 1967 and 2249

Chicago Roller Company

554-600 W. Harrison Street Chicago, Ill.

1289-1297 East Sixth Street, Cleveland, Ohio

Would you buy an Automobile without an engine?

Would you build a house without a roof? Do printers forget the importance of looking to the *Quality* of *Rollers* instead of *Price*?

Think it over

WISCONSIN

The October meeting of the Milwaukee Typothetae, at the Hotel Pfister, on the evening of October 11, was featured by the address of Walter C. Carlson, president of the Milwaukee Association of Commerce, and head of the Milwaukee Paper Box Co., who had as his subject, "Making Milwaukee Mighty." Mr. Carlson, after stating that he was a large buyer of printing, and that he had experiences, also, on cost work and similar subjects kindred to those of the Typothetae, highly complimented the cost finding work of the Milwaukee and national organizations. He paralleled the folding box business and printing industry in a number of ways, pointing out how lasting and effective organization work is possible only when problems are crystallized, properly discussed and aggressively met. He said at one point: "Competition does not require it that a business man cut his figures to 'rock bottom' and throw away legitimate profit."

It was announced that incorporation with the secretary of state of the Milwaukee Typothetae had finally been completed, and the present officers were confirmed for the corporation. The annual election will be held in November.

With regard to the waste paper collection on a co-operative basis by the Typothetae members, it was reported that on two cars already shipped out during the past thirty days, the members had made a saving of not less than \$600. The plan is working smoothly and will be extended.

Nic Meuser of the Meuser Printing Co., Milwaukee, and W. G. Penhallow, executive of the central office of the Milwaukee Typothetae, together with their wives, last month made a ten-day trip through the east, following the Toronto convention. Their itinerary included Philadelphia, Baltimore, Washington, Pittsburgh and other cities. A survey of Typothetae work in these cities was one of the purposes of the trip.

A personal sketch of the home of Martin Rotier, of the Meyer-Rotier Printing Co., and president of the Milwaukee Typothetae, appeared recently in the editorial column of a Milwaukee newspaper. Many who have visited the Rotier home will be particularly interested in the description, which follows:

"If you lived in Fairy Chasm, near Donges Bay, as does Martin Rotier, you would certainly answer Peter Pan's question in the affirmative. Go there almost any of these frosty nights when the wind is whistling and the owl is still and the pale new moon barely penetrates the wooded vista, and if you don't see or hear the stirring of fairy life—well, then you haven't any imagination."

"However, neither fairies nor goblins nor any of their ilk keep Mr. Rotier from seeking his vegetable garden after the evening dinner, there to harvest the great yellow pumpkins that gleam like spots of gold in the lambent light. For Hallowe'en is naturally the night of nights at Fairy Chasm, and the mortals there need plenty of pumpkin pies and jack-o'-lanterns to fortify themselves against its spell."

Efforts to comply with the law on the part of officials of the Stevens Printing Co., 62 Mason street, Milwaukee, is believed to have revealed a lottery scheme. Officials of the company appealed to the district attorney whether printing the tickets would constitute a violation of the law, and were advised not to print them. The order was given by a man calling himself A. F. de Long, and was for 65,000 tickets for the "Big Six Co. of Canada," tickets to be sold at 25 cents each for a capital prize of \$15,000.

Milwaukee was selected as the place for the next annual convention of the Wisconsin Typographical conference at the closing session of the 1921 convention held at Sheboygan, Wis. J. W. Kircher, Oshkosh, was re-elected president; E. D. Herges, Sheboygan, vice president, and R. L. Thacker, Milwaukee, secretary and treasurer.

Miss Ella Edith Kelsey, for several years associated with the Cantwell Printing Co., Madison, Wis., died at a local hospital at the age of 46 years. Miss Kelsey came here from Dixon, Ill., where her mother and other relatives reside. The body was taken to Dixon for interment.

Charles W. Barry, formerly editor of the Montello, Wis., *Express*, has opened a job printing office in Berlin, Wis., where he secured quarters on Wisconsin street. Mr. Barry has returned from Milwaukee and Chicago, where he purchased equipment and materials, including a 10x15 job press.

The South Milwaukee *Journal*, published at South Milwaukee, by Fred Hook, will hereafter appear with a Friday date line instead of Saturday. The change became effective November 1. One reason for the change of publication date is to facilitate job printing on week-end rush work, Mr. Hook said.

The commercial department of the Monroe, Wis., *Daily Times*, will hereafter be conducted independently of the newspaper. Sam Hoesly and Fred T. Odell have leased the printing department which will be conducted as The Times Printery. Both are master printers of long experience.

Articles of association were filed with the Wisconsin secretary of state last month by the Employing Printers' Association of Racine. Incorporators are E. E. Wadewitz, F. H. Miller, W. M. Foster, F. R. Starbuck, J. H. Heim and E. J. Parker.

To accommodate the growth of the business, the Sterling Printing Co., 385 Broadway, Milwaukee, has filed an amendment to its articles of incorporation, whereby the capital stock is increased to \$20,000.

Articles of incorporation have been filed by the North Avenue Press, Milwaukee, by Alex. P. Werner, 889½ 39th street; George F. Menzel and Charles Tetzlaff, all of Milwaukee. The capital stock is \$10,000.

NUZUM ELECTROTYPE COMPANY

FORMERLY LAUDON-NUZUM

ELECTROTYPING
WAX RULING

STEEL CUTTING DIES
CURVED PLATES

340-346 JEFFERSON STREET

MILWAUKEE, WIS.

PHONE BROADWAY 1279

MATRICES

STEREOTYPING

BOOK PLATES

EMBOSSING PLATES

WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO.

PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.

CLEVELAND

A feat in moving the stereotyping and other mechanical equipment of a big daily newspaper was accomplished in the office of the *Cleveland Plain Dealer*, Sunday, October 16. The regular Sunday editions were printed earlier than usual and moving the mechanical equipment on the sixth floor began and was completed in time to issue the paper on time Monday. The *Plain Dealer* Publishing Company is completing its new \$500,000 annex, which is a duplicate of the original building, constructed by the late Liberty E. Holden, more than a dozen years ago. The latest known automatic casting and plate making equipment was installed. The entire sixth floor of the new structure, as well as the same floor of the old building, will be given over to the composing room, "ad alley," stereotyping and make-up departments, much new equipment being added. Several shifts in the location of the editorial rooms are also to be made. Instead of having to take care of the papers on the sidewalk the new building provides ample facilities for handling all editions indoors. New elevator service, more presses and other expensive equipment added to that being used will make the *Plain Dealer* one of the most up to date daily newspaper establishments in the country. The sanitary arrangements for the employees are well looked after, shower baths being among the luxuries. The original building soon became too small for the rapid development of the paper, and E. H. Baker, president of the company, planned the annex several months ago, but strikes and other causes delayed the construction work.

Charles D. Hatch, aged 65, one of the original members of the Forman-Bassett Co., large printers, of this city, died October 17, in Redlands, Calif. The firm was formerly known as the Forman-Bassett-Hatch Co. Mr. Hatch had been in poor health for several years. Soon after his retirement from the firm, January 1, 1912, he moved to California. He was born in Madison, N. Y., and came to Cleveland when a young man and engaged in the printing business. When the Forman-Bassett-Hatch Co. was organized, in 1891, he became one of the firm and was the last of the trio of founders to die. His widow, now residing with a son, Carl, survive. Mr. Hatch was a member of the Union Club and active in the affairs of the Gatling Gun Battery, long ago disbanded. The funeral services were held in Redlands.

Differences between employing printers of Cincinnati and their employees, which resulted in closing several commercial shops September 1, were settled October 10, according to a statement issued by George L. Berry, president of the International Pressmen's Union, following a conference with the persons interested. The basis for future adjustments, he said, were written into an agreement that will preclude the reoccurrence "of the unfortunate controversy that has just come to an end." While wages and hours continue as they were before September 1, he said friendly concessions were made on all sides.

The Porris Press Co., with \$10,000 capital, has been incorporated to do business in Cleveland, A. H. Goldman being the leading incorporator.

The Ohio Typographical Conference held a two-day session in Mansfield, October 8-9, closing with a banquet at the Southern Hotel, more than 100 guests being present. Canton was selected as the place for a conference to be held next April. John P. McParland, of Indianapolis, international president, was the leading speaker the closing day. Ohio officers elected included: President, Daniel P. Rogers, Springfield; vice-president, Elmer Blazer, Marion; secretary-treasurer, John W. Finch, Toledo. Walter W. Barrett, of Chicago, first vice-president of the international organization, scheduled for a speech, was seized with an attack of pleurisy and was unable to talk, falling on the convention hall floor.

Forty of the fifty compositors brought to Cleveland to replace printers who struck in job offices May 1 for 44 hours a week, joined the forces of the Cleveland Typographical Union. The recruits at once began receiving strike benefits paid by the Cleveland union. Employers admitted some men had quit after they had come to the city to work but said their plants were not seriously affected. The union has 1,000 members. Unemployed union women still on strike are receiving the strike benefits regularly. These are contributed to by about 800 working members in daily newspaper offices and other places.

Much interest is manifested in the annual convention of the Ohio Women's Newspaper Association to be held in Cincinnati November 11, 12 and 13. The program arrangements have about been completed, according to Miss Pearl Helfrich, president, and among the speakers will be Fannie Kilbourne, whose short stories are featured in the *American Magazine*, and Mary King, of the *Chicago Tribune*.

Mrs. J. W. Freeland, Marion, is honorary president. The vice president is Miss Ruth Parrett, of Columbus, and the treasurer is Mrs. Mary Young Southard, of Dayton.

James F. Burba, formerly of the *Lima News*, and Howard L. Burba, of the *Dayton News*, have acquired the *Clinton Democrat*, a weekly 42 years of age. The new owners are son and nephew of the late George F. Burba, editor of the *Dayton News*.

The Richland County *Leader* has a new Intertype machine, and when it was installed the people of the town were entertained by the publishers, Henry R. Endlu and George F. Gilbert.

J. R. Stroup, veteran publisher of the *South Solon Advance*, has sold his holdings to Joseph Hyslip, formerly of Washington and Jamestown, Ohio. The new management took charge September 22.

The *Twin City News-Record*, of Urichsville, is a new Tuscarawas county paper, Charles Burroway being editor and publisher.

Make-up Service

Spacing Material

THE HUSTED COMPANY

Machine Composition

436 Caxton Bldg.

CLEVELAND

The *Medina Gazette* has installed a Goss Comet perfecting press, having a capacity of 3,000 eight-page papers hourly. The paper has also been changed from a weekly to a semi-weekly. It was established 90 years ago.

John Kaiser, publisher of the *Marietta Register-Leader*, has been re-elected president of the board of trustees of the Ohio State University.

The South Bend *News Publishing Co.*, of Cleveland, has been incorporated under Ohio laws, with a capital of \$1,500, by L. G. Collister and W. P. Edmonson.

The *Hicksville Tribune*, owned by M. J. Schell & Son, has increased its floor space facilities to accommodate growing business.

The *Cleveland Prompt Printing and Publishing Co.* has increased its capitalization from \$15,000 to \$30,000.

The *Print-Ad Co.*, of Dayton, Ohio, has been incorporated with a capital of \$10,000 by R. L. Wetzel and others.

GRAND RAPIDS

Albert B. Sheehan, formerly connected with the *Grand Rapids Herald* in the composing room, and George V. Young, formerly foreman for the *Globe Knitting Works*, recently purchased the *Elliott Printing Shop* from Morris Elliott. The concern will now do business under the name of the *United Service Printers*, continuing in the same location at 27 Fountain street, N. W. The company will not add any new equipment for the present. Mr. Young will work on the outside as salesman, and Mr. Sheehan will have charge of the mechanical end of the business. The firm will specialize on general job work, and also continue the publication of hotel registers, which have been published for a number of years by the *Elliott Printing Shop*.

Among the printers who joined the two delegates, Martin Heir, secretary of the *Grand Rapids Typothetae*, and C. C. Cargill, president of the *Cargill plant of Grand Rapids*, at the *Typothetae convention* held at Toronto, October 17 to 22, were Arthur White, of the *White Printing Co.*; A. Tyson, of the *Powers & Tyson Printing Co.*; John Vande Bunte, of the *Knickerbocker Press*; Milo Schuitema, of the *Tisch Hine Co.*, and Harold Bale, of the *Schuil Printing Co.*

A new printing concern has just hung out its shingle to do business under the name of the *Monarch Printing Co.* The two men interested in the concern are Edward L. Vandenberg, formerly connected with the *Marine Wheel Co.*, of Grand Rapids, and J. Van Oeveren, pressman for the past fifteen years with the *James Bayne Co.* The firm's equipment consists of two Gordon presses, a cutting machine, and other regular job plant equipment.

J. F. Browning, formerly connected with the *Hastings Printing Co.*, of Hastings, Mich., has bought an interest in the *Keena Printing Co.*, of Grand Rapids, and is acting as manager of the concern.

George J. Putt, formerly president of the *Merchants Publishing Co.*, of Kalamazoo, has purchased a printing plant formerly owned by John Bradner, of Kalamazoo.

With Our Advertisers

Intertypes Displayed at Convention

The Intertype Corporation was represented at the United Typothetae convention held in Toronto the week commencing October 17th by its vice-president, C. C. Willings, the assistant to the vice-president, T. W. MacElwee, and representative H. W. Coleman. In addition, its Canadian representatives, the Toronto Type Foundry Co., Ltd., with headquarters in Toronto, had their entire force on hand and had on display, at their warehouse, corner York and Wellington streets, Toronto, a Model D-sm Intertype as well as one of the standardized models with the units for demonstrating the quick change features and standardization of the Intertype machine.

The office and warehouse of the Toronto Type Foundry Co., Ltd., was open every evening during the convention as well as during the day to afford the visiting members an opportunity of seeing the display of Intertype machinery without the necessity of being away from the convention.

"Art Mat" Featured in New Book

Louis DeJonge & Co., paper manufacturers, have just issued an attractive treatise on "Art Mat." The booklet is printed on "Art Mat," was designed by Bruce Rogers, and printed by W. E. Rudge, Inc. The statement made by the company that "This booklet should be in the hands of every printer, and of all others interested directly or indirectly in the production of high grade catalogs, booklets, brochures, folders, circulars, announcements, etc.," is proved by the contents. A copy may be had by writing the DeJonge company at 69-73 Duane street, New York City, addressing the advertising department.

3,600 Per Hour

At the Craftsmen's Exposition held recently at the Coliseum in Chicago, a Wetter numbering machine was used in numbering a folder printed on one of the Kelly presses in operation. It is stated that the numbering was done at as high a rate as 3,600 per hour, demonstrating the productive capacities and lasting qualities of Wetter machines.

Fuchs & Lang Bronzing Machine Saves Health and Wealth

Our attention is called to the interesting advertising matter being sent out by the Fuchs & Lang Mfg. Co. regarding the various bronzing machines which that firm manufactures, particularly in the statement they make of special high-speed machines for attaching to offset presses and automatic job presses, such as the Kelly, Standard, Auto and other types of high-speed units.

The old-time method of bronzing by hand has now become a thing of the past in printing and lithographing plants. The old mussy way of bronzing which was so expensive as well as annoying to the printer has now become only a memory.

The machines that the Fuchs & Lang Mfg. Co. are now making have revolutionized the industry and made bronzing a science and the printer and the lithographer can now make money and welcome bronze work which plays such an important part in art.

The bronze dust collector, which is a feature of the machine, withdraws the surplus bronze from the machine, thereby keeping the machine and pressroom free from flying bronze, and delivers it to a receiving can, which makes it a simple matter to sift the bronze and remove all foreign matter. This means economy from the fact that this bronze can be used over again and by mixing it with new bronze before it is returned to the fountain producing a uniform grade of work.

The use of this dust collecting system as applied to the Fuchs & Lang Mfg. Co.'s bronzing machine, from a hygienic standpoint, is one that should commend itself to printing and lithographing concerns having use for a bronzing machine.

Warren Co. Issues Dummy Material

One of the most useful pieces of direct mail advertising that has come to the office of this magazine is that issued by the S. D. Warren Co., Boston, Mass. It takes the form of a book, the purpose of which is to enable the printer to make presentable dummies for the sale of printing. It is designed to be cut up, and includes types, initials, borders and illustrations necessary for the preparation of a dummy. Copies of the book, together with dummies may be had by applying to the local distributor of the Warren line.

Invents New Inking Process

R. O. Vandercook, originator of the Vandercook proof press and other composing room equipment, announces that he has been granted a patent on a new inking system for Gordon presses. The system is said to be much more simple in its construction than any of the others now on the market. The new distributors are self-adjusting and are so made that they can be taken off or put on the press almost instantaneously. The new system provides for the use of two distributors of different diameters on three form roller presses. Streaks are eliminated in the new system by giving the third or last roller a continuous supply of ink from all the other rollers. The new device will be manufactured at the Vandercook plant, 452-456 North Ashland avenue, Chicago.

The New Era Multi-Color Press

Because of its solidity of construction, arrangement of time and labor-saving attachments, and apparent appetite to dispose of large, intricate jobs in short order, the New Era multi-color press, manufactured by the New Era Mfg. Co., 390 Straight street, Paterson, N. J., is finding many satisfied users, not alone in America, but in Japan, Australia, London, China, and other foreign countries.

To F. J. Gubelman, the directing genius of that concern, is due credit for the many improvements that further augment the time- and labor-saving features of this press, which is made in sizes 6x6 and 9x12.

The important features of the New Era machine are that it can be assembled to print in any number of colors on one or both sides of the paper, making use of flat plates or common type.

Various attachments for perforating, punching and die-cutting, numbering, eye-letting, bronzing, slip sheeting, intermittent cutting, rewinding, folding, and delivery by belt conveyor, are all easily adjusted to the press.

The New Era machine is now being used by some of the largest printers in the country for the production of tickets, labels cut square or irregular, loose leaf and manifold work, index cards, statistical charts, patched and eyeleted tags, folders, manifold work, and a large number of jobs requiring a number of colors or operations.

Those desiring further information regarding the New Era press can obtain it by writing the manufacturers at the address given above.

CHAS. H. COLLINS

Representing

American Assembling Machine Co., Inc.
Berry Machine Company
George Sague
Ward & McLean

Selling

Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)

Rowe Straight Line Trimmer
(25,000 1/4" books trimmed per hour)

Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)

American Looping Machine
(Punching & Looping with twine—One operation)

501 Plymouth Court
Phone Wabash 5190
Chicago, Illinois

Savory to Be Linotype General Manager's Personal Representative

Announcement is made by the Mergenthaler Linotype Co. of the appointment of Walter H. Savory, former manager of its New York agency, to the newly created position of personal representative of the vice-president and general manager of the company.



WALTER H. SAVORY

Mr. Savory's many years of experience as an active newspaper publisher, together with his long service with the makers of the Linotype, amply qualifies him to carry on his new work in a most satisfactory way. He will have for his field of activity the entire territory covered by the Mergenthaler Linotype Co., and will co-operate with printers and publishers everywhere. His headquarters will be maintained at 29 Ryerson street, Brooklyn, N. Y.

Fred C. Grumman, former assistant manager of the New York agency of the Mer-

genthaler company, has been appointed manager of that agency to succeed Mr. Savory.

Mr. Grumman's experience dates back to 1893, when he began as an apprentice in the composing room of the *Sentinel* of South Norwalk, Conn. Four years later he went to New York City as a full-fledged compositor, and later was employed in the same capacity at the Knickerbocker Press at New Rochelle, N. Y.

In 1903 he became interested in typesetting and typesetting machinery, and thereafter spent several years as an instructor, as a traveling demonstrator and as a salesman for some of the larger companies in the field.

On May 18, 1916, Mr. Grumman became a salesman for the makers of the Linotype, and was soon given an important territory



FRED C. GRUMMAN

in New York city. His rise to the position of assistant to the manager and then to that of assistant manager was rapid, and his

recent advancement to the managership of the agency proved no surprise to his associates.

Early this year Mr. Grumman spent several months abroad in familiarizing himself with conditions in England and Europe.

New Paper Co. in Field

The Fort Dearborn Paper Co. is the name of a new Chicago firm established to deal in printing papers. John L. Bermingham, formerly associated with Bermingham & Prosser Co., New York City, is general manager. The company's sales force now includes James H. Foley, Robert A. Jaeger and Ben E. Kittredge, all well known in the Chicago trade. Mr. Foley especially is well known through his long connection with prominent paper companies, including the Sabin-Robbins Paper Co., Middletown, Ohio.

The new company is located at 319 North Wells street. A fleet of three motor trucks makes for efficient delivery to all sections of Chicago.

Issues Elaborate Catalog

One of the most elaborate and complete catalogs and price lists ever issued by an ink company has just been sent out to customers by the American Printing Ink Co., 2314 West Kinzie street, Chicago. The catalog is in loose leaf form, with a leather binder and colors reproduced together with prices in such form that the whole is a valuable addition to the buyer's desk. One of the catalogs can be had by writing or phoning the American Printing Ink Co.

Display Advertisements

The publisher of the average country newspaper has always found the greatest difficulty in the preparation of effective advertisements for the country merchants. It is impossible for either the publisher or the merchant to employ a high grade advertising man to prepare such advertisements.

It has remained for the Porte Publishing Co. of Salt Lake City to include in its Franklin Service each month clip sheets of display advertisements that are adaptable to the needs of the average merchant of all classes of business in the smaller towns.

Exhibit of the American Writing Paper Co., in the Main Convention Hall, D. M. A. A. Convention, Springfield, Mass.



Speak Softly

said Roosevelt,
"and carry a Big
Stick." Good stuff!
Put all the Big
Punch you can in
your advertising
message---make it as forceful as the English
language permits---and then add to the
power of the burning words by printing
them on a quiet, soft-speaking stock like



K I N G DEPENDABLE OFFSET

Recommend it to your clients and customers.
Stock, trimmed four sides and packed in cases, is
carried at the mill as follows:

WHITE
25x38— 50, 60, 70, 80, 100, 120
28x42— 74, 86, 99, 124, 149
32x44— 89, 104, 119, 148, 178
38x50—100, 120, 160, 200, 240

KING PAPER COMPANY
Kalamazoo Michigan



Composing and Pressroom Equipment

Type Cabinets, Wood or Steel, All Styles.
Imposing Tables, Steel or Wood.
Patent Bases and Register Hooks.
Steel Cabinets on Casters for Patent
Base Equipment.
Hancock Perfecting Lineup Machine.
Mashek Form Trucks.
Gas Burners for Cylinder, Job and
Kelly Presses.
Rouse Paper Lifts.
Iron Furniture.
Steel Interlocking Furniture.
Riebe Quoins, Keys and Guides.
Electric Welded Steel Chases.
Superior Chase Locks for Cylinder
Presses.
Rouse Roller Cooling Fans for Miehle
Presses.

Wesol Diagonal Groove Final Bases
and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job
Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Press-
room.
Shute Planes for Beveling and Un-
dercutting Patent Plates.
Hoerner Combination Shute Board
and Type-high Machine.
The Taylor Registering Projector.

LATHAM AUTOMATIC REGISTERING CO.
CHAS. J. KANERA, Gen. Mgr.
608 S. Dearborn Street, CHICAGO, ILL.
170 5th Avenue, NEW YORK

M. Goldschmidt & Co. PRINTING PRESS EQUIPMENT

—FURNISHED AND INSTALLED—

GENERATORS
MOTORS

{ Bought
Sold
Rented
Exchanged

ARMATURES
STATORS
ROTORS

{ Rewound

COMMUTATORS
COILS
CARBONS

{ Made

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

THE FUCHS & LANG MFG. CO.

*Building step by step to the height of achievement
from the foundation of an honest purpose.*

Use it on your

KELLY PRESS
CYLINDER PRESS
ROTARY PRESS
JOB PRESS

Rutherford Forty Black

THE RECOGNIZED ALL AROUND
BEST BLACK INK EVER PRO-
DUCED FOR THE MONEY. NOW
UNIVERSALLY ESTABLISHED.

40c. per pound in lots of 25 pounds.
Special prices in large quantities.

THE FUCHS & LANG MFG. CO.
FINEST PRINTING AND LITHOGRAPHIC INKS
MACHINERY AND SUPPLIES

119 West 40th Street, NEW YORK
142 North Fourth Street, PHILADELPHIA
120 West Illinois Street, CHICAGO
Factories: Rutherford, N. J.

Cost Commission Makes Report

Continued from page 47

COMPARATIVE INDEX OF COSTS FOR THE YEARS 1913 to 1921, INCLUSIVE, USING 1913 AS A BASE

The basis taken is the hour cost in each operating department at the percentage which the total cost of that department bore to the total cost of all departments in the Composite Statement for each year. For the year 1921 the record covers the first seven months of that year as taken from the monthly 9-H Sheets supplied by the members. The paper and ink bases are the Chicago retail prices at the close of each year, with the exception of 1921, where the prices on the first day of July are taken as a base.

(Seventh Table)

	1913	1914	1915	1916	1917	1918	1919	1920	1st 7 mos. of 1921
Hand Composition	27.54	29.16	30.41	29.52	33.02	41.86	44.56	57.60	58.66
Machine Composition	6.60	6.90	7.18	7.11	7.05	8.08	9.24	11.42	10.20
Monotype Keyboard	1.57	1.75	1.86	2.22	2.38	2.58	3.31	4.23	3.56
Monotype Caster	2.01	2.11	2.17	2.18	2.48	2.61	2.72	3.33	2.77
Platen	9.62	10.47	10.80	11.84	12.00	14.17	16.24	20.00	19.00
Cylinders	30.88	34.89	36.88	41.31	41.13	49.33	59.52	69.24	64.47
Cutting	4.08	4.32	4.56	4.22	4.64	5.24	6.31	8.16	8.05
Folding	3.22	3.25	3.88	4.14	4.17	5.44	5.49	6.86	6.11
Men's Hand	3.20	3.20	3.45	3.20	3.41	4.17	4.42	5.37	6.20
Girls' Machine	2.69	2.78	2.84	2.99	3.34	3.77	4.52	5.41	5.24
Girls' Hand	8.59	9.18	10.12	10.10	11.15	13.89	16.55	20.91	20.39
Labor Index	100.00	108.01	114.15	118.83	124.86	151.14	172.88	212.53	204.67
Paper	100.00	103.00	104.80	140.20	165.00	195.40	215.50	334.20	199.00
Ink	100.00	100.00	100.00	126.32	130.53	150.53	151.58	157.90	147.37

PERCENTAGE OF THE VARIOUS ITEMS OF EXPENSE TO THE SELLING-HOUR RATE IN OPERATING DEPARTMENTS
(Eighth Table)

	Hand Comp. Room	Platen, Small	Platen, Large	Cylinder, Medium	Cylinder, Large	Cutter
Department Pay-Roll	49.61%	49.18%	47.67%	42.43%	45.57%	45.82%
Rent and Heat	2.02	2.12	1.99	2.58	2.15	3.06
Light	.28	.30	.25	.34	.36	.31
Power	.01	.86	.89	1.73	1.71	1.92
Insurance and Taxes	1.22	.78	.97	1.66	1.89	1.48
Interest on Department Investment	2.06	1.30	1.74	3.20	3.43	2.19
Depreciation	4.95	2.23	2.86	5.32	6.12	3.81
Spoiled Work	.30	.17	.27	.20	.19	.21
Department Direct Expense	3.73	3.21	4.37	4.45	5.99	4.48
Office Expense	22.20	24.70	24.16	23.61	20.20	22.76
Stock Handling	3.54	3.94	3.85	3.76	3.22	3.62
Shipping	2.31	2.57	2.52	2.46	2.10	2.37
Selling	7.77	8.64	8.46	8.26	7.07	7.97
Total Hour	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

THE PERCENTAGE OF COST OF EACH DEPARTMENT TO THE INVESTMENT OF EACH DEPARTMENT
(Ninth Table)

	Per Cent		Per Cent
Hand Composing Room	296	Small Cylinder—Mechanical Feed	151
Machine Composing Room	150	Large Cylinder—Mechanical Feed	154
Small Platen—Hand Feed	338	Cutting	257
Large Platen—Hand Feed	328	Folding Machine—Hand Feed	117
Small Platen—Mechanical Feed	171	Folding Machine—Machine Feed	125
Large Platen—Mechanical Feed	166	Ruling	281
Automatic Job Press	127	Men's Machine	239
Pony Cylinder—Hand Feed	204	Men's Hand	628
Medium Cylinder—Hand Feed	180	Girls' Machine	176
Large Cylinder—Hand Feed	168	Girls' Hand	2,702

FOLLOWING IS A RECORD OF THE HOUR COSTS FROM THE COMPOSITE STATEMENTS FOR THE PAST EIGHT YEARS

YEARLY COMPOSITE STATEMENT REPORTS									
Departments—	1913 Cost %	1914 Cost %	1915 Cost %	1916 Cost %	1917 Cost %	1918 Cost %	1919 Cost %	1920 Cost %	1921 Cost %
Composing Room, Hand Work	\$1,387 60	\$1,469 58	\$1,532 59	\$1,487 61	\$1,663 61	\$2,108 60	\$2,244 68	\$2,901 64	
Line Casting Machine	1,797 71	1,879 71	1,957 74	1,936 71	1,921 62	2,199 67	2,517 77	3,109 76	
Type, Keyboard	.945 74	1,055 69	1,121 69	1,336 65	1,434 54	1,554 61	1,991 61	2,547 56	
Type, Casters	1,367 55	1,438 58	1,477 59	1,484 60	1,69 61	1,772 63	1,851 74	2,265 68	
Job Press—									
10x15 and Smaller				.841 56	.914 58	1,043 57	1,282 52	1,553 54	
Larger than 10x15	.786 63	.856 69	.883 56	1,037 51	1,039 58	1,294 56	1,492 52	1,80 55	
Mechanical Feed, 10x15				1,024 57	1,011 53	1,136 54	1,208 54	1,458 53	
Larger than 10x15							1,298 55	1,724 55	
Automatic Job Press	1,883	1,524 33	1,41	1,188 56	1,468 47	1,751 53	1,811 55	2,336 55	
Pony Cylinder, smaller, 25x38	1,247 70	1,375 60	1,452 55	1,643 55	1,613 51	1,965 56	2,196 59	2,812 58	
Medium Cylinder, 25x38 to 38x50				2,026 62	2,184 71	2,555 59	2,842 65	3,428 69	
Cylinder, Larger than 50 inches			2,19 61	2,346 54	2,378 58	2,875 64	3,69 73	4,098 76	
Cylinder, Mechanical Feed—									
50 inches or Smaller	1,802 64	2,071 61		2,145 65	1,949 72	2,349 68	3,028 73	3,189 72	
Larger than 50 inches				2,06 74	2,411 76	2,956 67	3,569 75		
Cylinder, Two color			2,514 80	2,52 76	2,099 74	4,199 78	4,702 81	6,09 80	
Web Rotary Press			3,223 70	5,51 49	6,337 58	7,326 66	6,918 67	9,276 48	
Rotary, Sheet Feed				3,065 60	3,725 28	9,668 51	4,532 65	4,848 44	
Cutting Machine		1,135 62	1,197 68	1,109 68	1,218 58	1,375 62	1,655 70	2,142 59	
Machine Folder—									
Hand Feed				1,329 48	1,468 44	1,908 37	1,802 43	2,286 39	
Mechanical Feed	1,17 68	1,179 62	1,411 66	1,677 39	1,56 58	2,042 60	2,180 53	2,697 51	
Ruling Machines	1,064 76	1,147 63	1,253 63	1,151 68	1,67 71	1,386 74	1,705 71	2,106 70	
Bindery—									
A, Men's Machines	1,071 63	1,116 74	1,128 76	1,942 52	2,033 60	2,18 58	2,056 39	2,470 46	
B, Forward and Finish	.857 83	.857 86	.924 87	.858 88	.912 70	1,118 88	1,185 84	1,439 89	
C, Girls' Machines	.631 83	.652 84	.667 80	.702 72	.784 50	.885 63	1,061 44	1,268 45	
D, Girls' Hand	.352 86	.376 83	.415 86	.414 87	.457 75	.569 85	.678 81	.857 85	

In the years where the machines are spanned by braces the hour costs were not kept on the machines as at present classified, but in groups as indicated by braces.

Engdahl Bindery

412-420 Orleans St. (Just across the New Franklin-Orleans Bridge) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

Edition
Book Binders

Telephone Main 4928

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers

GLUING, GUMMING—Labels of all kinds

STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

DIE CUTTING—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPLING—ROLLER EMBOSSING

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and
control of printing machinery



ALTERNATING AND DIRECT CURRENT

*Used by the Best
Known Printers*

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK

For 1921

The Stauder Line

ENGRAVED CHRISTMAS GREETING CARDS

New designs in most attractive
forms to meet every taste

Retail at 5, 10, 15, 20 and 25 cents

Assortments for counter sale
For use with personal card plates
Holiday sentiments for Business Houses
Cards with designs only, for Printers

*Send \$3.00 for bound book of
samples on approval*

STAUDER ENGRAVING CO.

235 NORTH WELLS STREET

CHICAGO, ILL.

Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset
and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York

U. T. A. Convention Passes Important Resolutions

Continued from page 36

Typhotetae of America in convention assembled restate unequivocally its disapproval of any reduction in the present working hours, and recommends to its members that they resist any attempt to enforce such a reduction, except where such reduction has already been agreed to by contract.

Resolved, That the following clause should be inserted in any agreement pertaining to hours, wages or shop rules and working conditions that may be entered into with any organization by any division, sub-division, branch, local association or individual member of the U. T. A.

"This agreement in nowise binds the U. T. A. of which we are a constituted part and hold complete autonomy in all matters pertaining to hours, wages, shop rules and working conditions."

CO-OPERATION WITH ALLIED TRADES

WHEREAS, The growth and expansion of the printing industry on the North American continent calls for a closer affiliation and co-operation of the many elements entering into it; and

WHEREAS, These many and varied elements are at present organized separately and functioning only for their specific purpose, without reference to the effect on kindred industry; and

WHEREAS, Believing that many of the evils and abuses resulting therefrom can be remedied by co-operation and a consequent consideration of the problems common to the allied industry; therefore, be it

Resolved, That the United Typothetae of America recommends to its locals and membership the establishing of a point of contact with these allied trades, wherever possible, by committee or otherwise, to the end that harmonious relations may be assured, abuses minimized and conditions of mutual benefit realized.

REVISION OF DISTRICTS

WHEREAS, The constitution provides that "In the selection of the members of the executive committee one shall be chosen from each of the districts as created by resolution," and from the fact that two changes in the districts created at the 34th annual convention, are recommended by the executive committee, it is hereby

Resolved, By the U. T. A. that the districts for the coming fiscal year shall be the same as constituted by the 34th annual convention with the following exceptions:

1. The eastern boundary of the 14th district be moved eastward to include the western portion of Montana.
2. That the state of North Carolina be transferred from the 5th district to the 4th district.

CONTINUATION OF SUPPORT

WHEREAS, The so-called three-year plan has proven its worth invaluable even beyond expectations, and

WHEREAS, Several of these three-year contracts between locals and the U. T. A. are now about to expire, and

WHEREAS, The wonderful educational work of our organization must be continued for the benefit of the industry; now, therefore, be it

Resolved, That this convention strongly urges all local Typothetae to continue their loyal support to the end that the work of our great organization may go on without interruption and with increased usefulness.

VOCATIONAL EDUCATION

WHEREAS, The United Typothetae of America is actively interested in and unanimously supporting a programme of vocational education, and

WHEREAS, The aid extended by the federal government, the states and the local communities under the Smith-Hughes Act is becoming increasingly important in the promotion of this programme, and

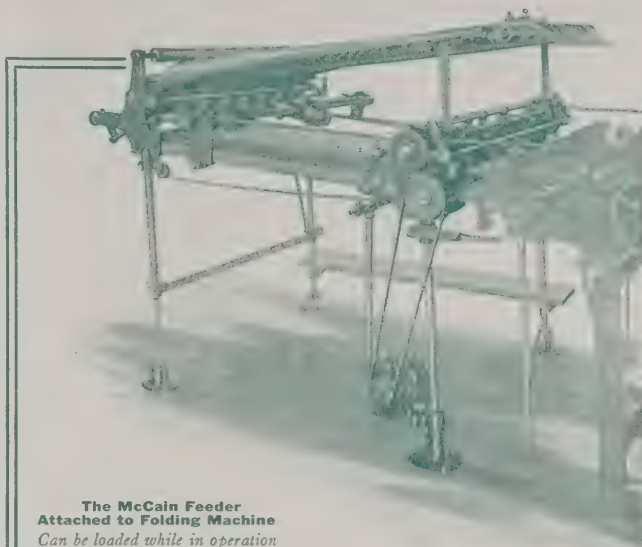
WHEREAS, Various proposals have been made to enact federal legislation affecting the administration of the Smith-Hughes Act, be it

Resolved, That the U. T. A. heartily endorses the programme of vocational education as being developed under the Smith-Hughes Act through the state boards for vocational education, and, be it

Resolved, That the U. T. A. strongly recommends that in any reorganization the administration of the Smith-Hughes Act be placed under a special bureau charged with the specific responsibility of promoting vocational education to the fullest extent. Be it further

Resolved, That the president of the U. T. A. be and hereby is authorized to communicate these resolutions to such officials, organizations and individuals as he may deem wise and necessary to make them most effective.

Continued on page 69



The McCain Feeder
Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company

29 South Clinton Street, Chicago, Illinois

New Lines Recently Added

ANTIQUARIAN COVER

Antique—Ripple Finish

2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER

Vellum Finish

1 SIZE—2 WEIGHTS—9 COLORS

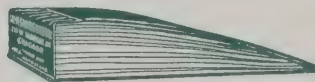
PATRICIAN COVER

Crash Finish

2 SIZES—2 WEIGHTS—8 COLORS

LODESTONE COVER

2 SIZES—5 WEIGHTS—6 COLORS



REG. U. S. PAT. OFFICE

JAMES WHITE PAPER Co.

Telephone—Main 875

219 W. Monroe St., Chicago



SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

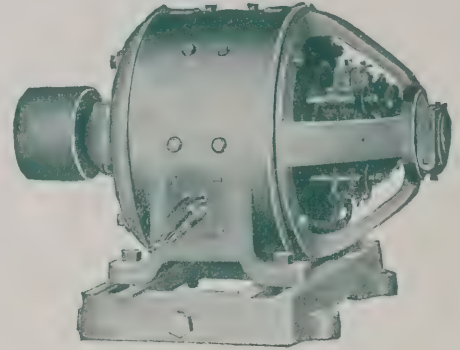
LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET

CHICAGO

TELEPHONE HAYMARKET 345

STOP! LOOK! LISTEN!



Complete electrical equipment furnished and installed for any machine used in the printing trades.

A special department for repairs and maintenance. Service you will like. Wiring by *electricians* who know how.

Hyre Electric Company

619 South Dearborn Street

Harrison 1182

Profit Producing Printing Papers

<i>Bonds</i>	<i>Document Manila</i>
<i>Flats</i>	<i>Envelope Manila</i>
<i>Ledgers</i>	<i>Blotting Papers</i>
<i>Typewriter Papers</i>	<i>Envelopes</i>
<i>Book Papers</i>	<i>Cut Cards</i>
<i>Cover Papers</i>	<i>Ruled Headings</i>
<i>Bristols</i>	<i>Shipping Tags</i>
<i>Cardboards</i>	<i>Twines</i>
<i>Tablet Cements, etc.</i>	

**Parker, Thomas & Tucker Paper
Company**

535-539 South Franklin Street
CHICAGO

Private Exchange All Departments—Wabash 2630



PERFECT PRINTING PLATES

**HALFTONES
ZINC ETCHINGS
COLOR PLATES**

*Personal
Service Idea*

PREMIER ENGRAVING COMPANY

605 South Clark Street, Chicago

Harrison 8197

U. T. A. Convention Passes Important Resolutions

Continued from page 67

APPRENTICESHIP LAW

WHEREAS, The state of Wisconsin has an apprenticeship law and in other states similar laws are being considered, and

WHEREAS, A uniform apprenticeship law in the various states would be desirable as an aid to the extension and right development of apprentices, be it

Resolved, That the United Typothetae of America co-operate with other national and international trade associations in the promotion of such laws as will further the right kind of apprenticeship.

APPRENTICESHIP TRAINING

WHEREAS, No problem of greater importance confronts the printing industry of today than that of apprenticeship, and

WHEREAS, The proper training of apprentices and in sufficient numbers is too often neglected by the employing printer, and

WHEREAS, The committee on education has completed an appropriate apprenticeship plan, be it

Resolved, That the attention of our membership be directed to the necessity of prompt action, looking toward the development of the future workman of our craft and to carefully consider the United Typothetae of America apprenticeship plan.

APPRECIATION OF OFFICERS

WHEREAS, The reports to this convention by officers, committees and representatives have clearly indicated the sincere and successful administration of the affairs of our organization, and

WHEREAS, Such accomplishments could not have been achieved without the expenditure of much time, energy and self-sacrifice on the part of those who have served us so well; therefore, be it

Resolved, That we hereby register our appreciation of the devotion of our officers, committeemen and representatives, to the welfare of our organization and all their labors in our behalf and that we extend to them our sincere thanks.

THANKS TO TORONTO TYPOTHETAE

WHEREAS, The officers and members of the Toronto Typothetae have given untiringly of their time for the comfort and enjoyment of the delegates and visitors to this 35th annual convention and by their generous entertainment and attention to the many details, have so largely contributed to the success of the convention; therefore, be it

Resolved, That the sincere thanks of the convention be extended to the Toronto Typothetae for their cordial welcome and untiring efforts in our behalf.

The recommendations of the cost commission which were adopted last year were reaffirmed by the committee on resolutions, 1921.

Expect Too Much

THE trouble with most printer-men is that they expect too much from the printing they send out for themselves, and promise too much for the printing they prepare for others.

A printer-man starts a house organ. For several months he drops it into the mail at irregular intervals. He gets meager returns, makes up his mind that a house organ won't pay, and stops it.

He sells a house organ. He enthuses his customer. He tells him a house organ is all he needs to double his sales. The customer's sales don't double. He proposes the printer for membership in the Ananias Club and stops his house organ.

Both started and stopped for the same reasons: big promise followed by meager performance.

If you are a printer-man contemplating a house organ, don't start it until you have clearly visualized what it may be expected to do.

If you think one or two or three copies of a house organ will fill your office with customers ready to place their orders on a cost plus basis, you might as well forget it. They won't.—*The Ambassador*, Niagara Paper Mills, Lockport, N. Y.

Lester-Johnson Company, Inc.

TYPESETTING

DAY AND
NIGHT



SERVICE &
QUALITY

422 S. DEARBORN STREET
CHICAGO, ILL.

Composition
Makeup
Lockup



Telephone Wabash 6756

**This
will
CUT
your
COST**

Designed to
transport
pages from
make-up
to lock-up
departments



Style 1-W

Needed by Every Catalog and Publication Printer

Made of metal—equipped with ball-bearing, heavy duty felt casters.

Chicago Metal Mfg. Co.

216 W. Ontario St., Chicago

C.&G. Trimmer

*A Composing
Room Saw*

SAWS · TRIMS · MITERS

Made in the following styles:

"Ad-Alley Model"

Model No. 1

Model No. 2

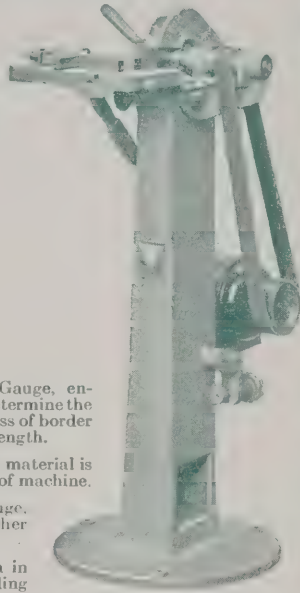
Each containing these features:

1. A powerful work-holding vise.
2. Instant set end gauge.
3. Miter Attachment and Miter Gauge, enabling operator to quickly pre-determine the exact adjustment for any thickness of border and miter without reducing its length.
4. Column cannot "clog" as waste material is ejected from side, passing clear of machine.
5. Work is placed in front of gauge, permitting of finer and smoother cutting.
6. Will saw to less than one pica in length by points without adding any attachments.
7. Motor off floor, and fastened to a swinging bracket.
8. Positively fool-proof.

Write the Maker for further information

C.&G. MFG. CO. 538 S. DEARBORN ST.
CHICAGO, ILL.

TELEPHONE: HARRISON 7593



Barnard & Miller

LAW PRINTERS

172 NORTH LA SALLE STREET

Law Printers for the
Newspaper and small
local printer whose
capacity prevents him
from taking a rush

Abstract and Brief

Day and Night Work

Phone Us, Franklin 562

Yes, it's a new sheet.

But it's made by an old house.

FRANKFOLD ENAMEL

fills the need for an enamel book paper
of better-than-standard quality at a
more-than-reasonable price.

Write for sample sheets and prices

THE FRANKLIN COATED PAPER COMPANY

FRANKLIN, OHIO

New York Office: 135 Broadway

Telephone Rector 9957

Manufacturers of High-Grade Coated Papers and
anything in Enamel Book or Lithographic Papers

For the Modern Service Printer

Continued from page 48

7. Learn what the firm sells.
8. Procure some of their advertising matter to determine the quality they expect or with which they are satisfied.
9. Look for code information on their printing that might reveal how large a quantity they bought and when it was bought. Look for a possible printer's imprint to determine what competition you may have.

When you have decided that your shop can produce work of the character of their previous purchases, approach your prospect:

"Mr. — (you know his name—pronounce it correctly), my name is Hartford, from the Kerrick Company. We are printers. From what I have seen of your printed matter on your Peerless lathes and other machinery, I believe we are able to produce advertising printing that will meet with your requirements. Our prices are fair, not extremely low, but honest prices. Our service is regularly good. A number of local houses can vouch for the quality of our work. I am ready to show you samples of non-competitive advertising, such as we turn out from day to day. I am glad to give you quotations on such work and to state what service we can give on them.

"It is likely that numerous other firms have offered these same things. The additional element we offer lies in the fact that we exert conscientious effort to apply our knowledge of the requirements of printed advertising to each job we receive in the belief that a thorough understanding of any job enables us to put into it those elements which no set of specifications, however detailed, can include."

Then, if he is alive after this statement, you can wait a moment for developments before going further.

You can tell him that, as you often do, you can take his roughed out idea, prepare an intelligible dummy from it and estimate its cost—a process which has materialized many a piece of advertising that might otherwise have passed into oblivion.

You can, on subsequent calls, tell of the difficulty of a salesman in determining when frequency of calls becomes a nuisance to him and when too few become neglect. If he intimates that neglect would be a blessing you can overlook it and find good reason for calling on him again—say with an interesting sample.

Every call you make provides you with a little more information. Every moment studying the prospect's business and advertising puts you nearer the finding of a real reason why he should buy from you. Once you've decided you are justified in soliciting his business and can prove it to him you are safely on the road to his favor.

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

Get Your Copy!

We are now equipped to furnish to the printing trade the most complete assortment of dies and punches in Chicago.

Our new sample card shows this wonderful selection—it will be ready this month. There is a copy waiting for you, but owing to the great expense, we are making up only a limited quantity. We would suggest that you get in your request for one of these cards early to avoid disappointment.

HARRIS & WALKER

BOOKBINDERS AND FINISHERS

167 W. Monroe St., Chicago

Phone Franklin 2101

*Linotyping
Monotyping
Type in Cases
Makeup, Lockup
Leads and Slugs
Quads and Spaces
Rules and Borders
Day and Night
Auto Delivery*

Kilgore Linotyping Co.

531-532-533 Hearst Building
Market and Madison Streets Chicago
Telephone Franklin 3091

What's the News of the Trade

Continued from page 34

You have seen those beautiful, odd-shaped embossed labels of shining green and gold, and have wondered at their accurate registry. Is it news that a machine puts the gold on the colored paper, embosses them, dies them out, all at one impression? Is it any wonder that they register?

Is it news that a solution of celluloid clippings makes a vehicle for a printing ink which will stick to celluloid as varnish or rosin-oil inks will not?

Is it news that an attachment for your ordinary platen or job press is on the market by which you can print, punch, perforate and slit or cut a roll of paper, re-roll part of it and cut up the rest automatically?

Is it news that another job press attachment will, with one feed of the press and from one type form, print your check three-on and at the same time number it consecutively down the page, using any ordinary numbering machine?

We pride ourselves on our presses, yet, except for the weakness inherent in wood construction, is not Gutenberg's hand press capable of as beautiful presswork as any modern cylinder? In 1470 this press could only produce 20 impressions per hour, but improvements during the next three hundred years raised this output to 250 per hour, without change in the principle of the impression.

Essentially, in bringing two flat surfaces together, it is the principle of the Washington or similar press used today by our photo-engravers in producing those proofs for their customers which cause such profanity in our pressroom when said customers demand that the pressman produce work equaling the engraver's proof.

Be assured if any other kind of press could show finer

effects the process engraver would have adopted it ere this.

Our platens—what have they but a glorified clam-shell motion, capable of but approximating parallel flat surfaces, except by additional appliances, which change the direction from the first motion; is this good mechanics?

And the cylinder press—ask any mechanical engineer whether absolute accuracy can be attained by apposition of reciprocal against cylindrical motion? And what of the power wasted by each blow against the air springs?

Again I bow to the genius which has so nearly triumphed over physical laws, and applaud the application of mechanics which have almost attained the impossible.

Is it news that there will soon be on the market a press in which both the cylinder and the bed travel vertically? The sheet of paper is carried by suction from the pile to an inclined feed table situated just above the cylinder to which this feed table is attached. This table accompanies the cylinder in its up-and-down motion. The sheet is held to the table by the vacuum cups during the downward trip of the cylinder and paper. At the bottom the sheet is released from the air pressure, then by a motion of the table itself is slid to the side guide to register and is seized by the cylinder grippers. The cylinder immediately starts upward and the form downward. At the top the sheet is released by the cylinder grippers and automatically removed to a delivery table at the rear of the bed.

Surely this invention is an achievement in applied mechanics. But why do it at all? Why not leave the cylinder presses all to rust as misapplied mechanics and turn our ingenuity toward the perfection of the various-purpose rotaries—the least wasteful method of printing.

If we are after speed, and yet more speed (and was not the only reason for discarding the old hand press the problem of additional production per hour?), why not concentrate on the form of press which really can show speed?

And if, as is possible, we can do away with type, we may also do away with the cumbersome stereotypes and curved electros made from the type. Away then, also, with our tremendously heavy power-consuming newspaper and magazine rotaries. Let us use a rotary press which fits our new equipment of typeless typesetting. (Typeless typesetting sounds as sensible as the farmer who wrote the Department of Agriculture he had heard the department had produced a seedless tomato, and, if so, would like to have them send him some of the seeds.)

Well, anyhow, having produced, without type, a page of reading matter and reproduced it photographically on a zinc plate without the use of a camera, let us transfer eight of it photo-lithographically without the use of trans-

Call Harrison 3411 for

Ruling and Binding

FOR THE TRADE

Loose Leaf Binders and Sheets

Blank Books

Special Indexes

Numbering

Perforating, Round and Slot

Punching

Gold Stamping

Crimping

Eyeletting

Loose Leaf Card Cases

Flexible Leather Work

Loose Leaf Memo Books



Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

fer paper to an offset press with an automatic feeder, and get a production of 32,000 per hour.

Or, if we build a larger press that will take 64 on, we can run 4,000 each minute. If we must have speed, let us go after it in the most economical manner.

Maybe the tired business man will eventually become too tired to read and will want all the news in pictures. In that case, let us simplify our press, doing away with the offset cylinder, and print from an intaglio etched copper cylinder, revolving at high speed. This will be just an adaptation of the machinery with which calico cloth has been printed for many years, and as applied, combined with a photographic process, is commonly known as rotogravure.

This use of photography for pictorial presentation is not greatly different from the screen method of breaking up the background for a halftone, except that for the rotogravure it is the cross line around the dot and not the dot that breaks the solids; and the printing is intaglio instead of relief. At present the etching of these copper cylinders is slow and careful work, but once made, a speed of ten thousand impressions per hour is attainable.

American ingenuity will find a way to synchronize several of these cylinders so that full color effects may be had at high speed. Rotogravure has a softness and depth of coloring not attained by the other processes, and needs only multiple coloring to surpass all rivals.

It must be remembered that photogravure and rotogravure are not interchangeable terms, the plate for photogravure being made by a grain and for rotogravure by a screen process.

Is it news that a New York printer has already shown samples of three-color process effect in which *photogravure* is used? This process does not use the screen and it is just possible that some of the color effect is offset.

Be that as it may, though three-color printing is not yet commercially successful by *rotogravure*, it soon may be, and with an improved method of etching the cylinder, we can have our news in beautiful pictures instead of cold description.

Perhaps it will not happen at all. We may get in such a hurry that we have not time to wait for even these swift presses to print news; in which case our moving picture houses will photograph the "Bawtree" sheet and throw it on the screen for us, side by side with a picture of the event described.

And "What's the news" will then be stale news an hour after it became news. Thus, you see, by the exercise of a little imagination, we have solved the problems of the printing business once and for all, by the simple process of eliminating the entire industry.

FRONTIER BOND



A
Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

A Trial Will Convince You

La Salle Paper
Company

171-173 N. Dearborn St.

CHICAGO

Telephone RANDOLPH 3640

Printers Appraisal
Agency ESTABLISHED 1905
Incorporated [*Printing Plants*]
Exclusively

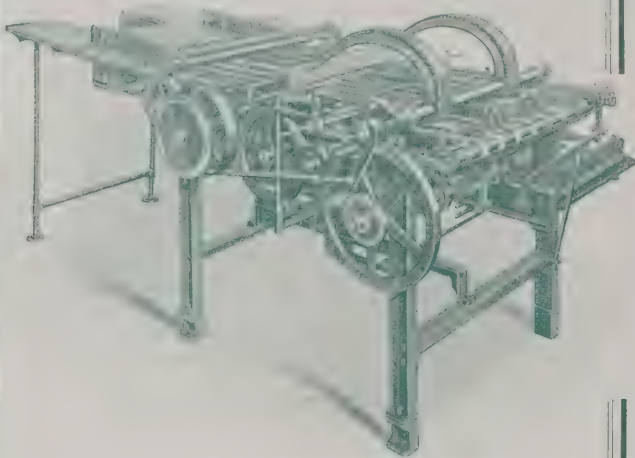
536-38 So. Dearborn St. Chicago

A Record of Twelve Consecutive Years
in One Chicago Plant

Endorsed by the Franklin-Typothetae of Chicago

HERE IT IS!

Anderson High Speed Job Folder No. 310



Handy, Rapid, Accurate and Dependable for folding Circulars and Catalog Sections within the range of 6x6" and 25x38"

Interesting bulletins on request

C. F. Anderson & Co.

3225-3231 Calumet Ave.

CHICAGO

WATCH US GROW!

MONOTYPES
LINOTYPES
and MAKEUP
Day and Night
Open Shop

TRADE-SHOP
TYPESETTERS, Inc.
218 South Clark St. Chicago

Why Fill Another's Prescription

Continued from page 35

craftsmanship to prevail in your plant and to prevail in your industry, you are handing the coming generation a decaying lemon.

As a challenge to the members of the U. T. A., how many of you have ever protested the reversed and incorrectly-designed cap "U" in the display line on your organization letterhead? How many of you feel satisfied with the lithographed tin sign that is supposed to mark and dignify a Typothetae shop? These are just two pertinent, or impertinent questions that might open a debate on Typothetae standards of craftsmanship. But I have been cautioned that youth causes:

- (a) A sudden rushing in where angels tread lightly.
- (b) Billy Sundayism and equal evangelistic fervor.
- (c) Lack of conviction on the part of the audience.

This advice has come via the public prints from one who has for many years guided me safely.

No further indictments of U. T. A. standards therefore but let us sum up certain points that must be obvious to every eye that can peer over the edge of a 9-H sheet.

First, the printing industry has lost prestige through lack of craftsmanship.

Second, the printing industry has lost untold dollars through lack of craftsmanship and salesmanship.

Third, accompanying stagnation in craftsmanship has been an appalling lack of provision for the perpetuation of our craftsmen—the training of apprentices and journeymen.

What is the answer to this entire situation? It lies in your educational work and in the standards which you will recognize and support for your organization and for your individual plants. You must, therefore, give your Committee on Education the most enthusiastic backing.

Your Committee to Improve the Standards of Printing seems to have put in rather a passive year. If you would have standards of craftsmanship, you must act collectively as well as individually.

The program which has been outlined for you will accomplish wonders if it has active support. Your schools can do a great work if you enable them to live up to the standards of true craftsmanship. Education and Craftsmanship—the one impossible without the other—our industry must have them both. The United Typothetae of America has started a great constructive work. But the organization itself is not a great steam turbine propelling our handsome craft. The craft is a picturesque old Roman galley. Your organization is the rudder-sweep and we are all galley-slaves; not one of us can drop his oar.

Education and Craftsmanship—ignore them and you will see your business stagnate. Work through education to re-establish craftsmanship and your reward will come, first in dollars and then in as much more than dollars as your inspiration will be able to measure.

OVER 100 STYLES OFFSET COVERS -- FOLDERS -- PROGRAMS

FOUR SIZES

5 1/2 x 7	\$3.50	9 x 7	\$5.00
9 x 8 1/2	6.00	9 1/2 x 12 1/2	7.00

CAN BE USED FOR MANY PURPOSES

Special—Just Issued — "The Serenaders"
FOR CHRISTMAS ANNOUNCEMENTS :: :: SAMPLES FREE

THE HENNEGAN CO.

Genessee St.

Cincinnati, O.

Fewer Calls Mean More Orders

Continued from page 32

With an ordinary red pencil he lettered across the face of the envelope in bold heavy lettering—"Information Inside This Envelope Will Save You \$17.25."

Taking this to the advertising man of the jobber he first told him of his experience in seeing the unopened envelopes. This brought about a discussion of ways and means of getting direct-mail advertising matter read. Finally the salesman said, "Of course, this is only a rough idea, but it occurs to me that there ought to be something on every envelope you send out that will simply scare a dealer into opening it and finding out what it is all about. I saw an advertisement the other day of a stock record system. It showed a picture of two workmen stealing a monkey wrench. One was inside the plant, another was passing along the sidewalk. The man inside was handing the wrench to his pal outside. The picture was lifelike, and the heading certainly was a good one because it made the manufacturer stop and wonder if the same thing was going on in his plant. Naturally, he would read it to see if the advertisement carried any suggestions for preventing the theft. That's what your envelopes should do. They should arouse the curiosity of every man who gets one."

The man in charge of the jobber's advertising appreciated the suggestion and thought it a good one. Then and there the salesman got an order for a large supply of envelopes for the flyer which was on the press at the time. He has since gotten the order for the flyer itself which is issued regularly.

These instances could be related all day. But the point is that these Detroit salesmen do less work on the street and more constructive thinking about the problems of the customers. When a buyer is given their card, they are welcome because he knows that he is almost sure to get a practical suggestion that will help him in his work.

A printing salesman does not have to be an expert advertising man to sell direct mail pieces, circulars or catalogs, any more than he must be an accountant in order to help a customer devise a form, but the more he knows about both, the better he is equipped to sell more printing.

Bookkeeping Increases Profits

Continued from page 39

Another feature that appeals strongly to Mr. Baldwin—one that he prizes almost as much as speed—is the daily balance on all accounts.

"It has always been a common thing with us," says Mr. Baldwin, "to have people rush in about 5 o'clock and ask what they owe us. Under the old system, when we had no daily balance and footed all accounts only once in several months, it was necessary to stop work and foot up the charges and credits for one, two or three months and subtract one total from the other.

"All we do now is turn to the account in the ledger file and the exact amount owed is in plain sight.

The firm of A. C. Baldwin & Sons was organized in 1905 with \$2,250 paid-in capital. No additional money, except that earned by the business has ever been added to the investment. In the spring of 1920 the capital had been increased to \$10,000, the surplus amounted to more than \$49,500, and the company was turning out printing at the rate of over \$100,000 worth a year. And in all these years, from the time the company was organized, its dividends have averaged 10 per cent per annum.

Thus has this firm succeeded—earning profits and paying dividends in a business at which many a master printer earns no more than a living—chiefly by knowing its costs. Yet such methods are within the reach of every printer and publisher.

Do You Know the Best Way to Fold that Big Job?

ONE of the largest printing plants in the United States obtained an order for several million folders. It was a big undertaking. Every short cut known to the organization was taken advantage of in the estimate.

And then the superintendent thought of the Service Department of The Cleveland Folding Machine Company. Dummies of the job were submitted to us. The information and advice we gave this big company enabled them to earn a real profit where only a small profit was thought possible.

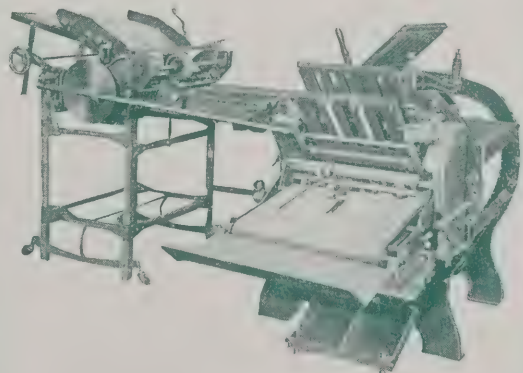
Of course we can't promise to repeat this performance in every instance, but we do promise to give your particular problem 100% attention.

We want Cleveland Folding Machines to be the most profitable equipment in your plant. To accomplish this purpose, we are advertising the advantages of Cleveland equipment to America's buyers of printing. If you don't know that the Cleveland is the only tapeless folder—the only folder that makes all the so-called standard book-forms, and 146 additional forms that no other folding machine can make—then you don't know the maximum earning-capacity of your print shop. Why not write for complete information now?

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY:
CLEVELAND

NEW YORK: Aeolian Bldg. CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
SAN FRANCISCO: 824 Balfour Building



NOW more than ever

is needed the co-operation of all branches of the printing industry.

Labor, sales, collections --- all of these affect the printer as well as the trade composition house and the bookbinder as well as the supplyman.

Let's get into closer contact with one another---

Let's work for the good of one another---

In that way will the greatest benefit come to each of us.

This is a plea for closer co-operation from the Chicago Trade Composition Association, of which the following companies are members:

Albert Linotyping Corp. . . . 422 S. Dearborn St.
American Typesetting Corporation
..... 123 W. Harrison St.
A-to-Z Typesetters 117 N. Wells St.
A. R. Buckingham 15 So. Market St.
Champlin Law Printing Co.
..... 172 W. Washington St.
Chicago Typesetting Co. . . . 727 So. Dearborn St.
Craftsmen Typesetters . . 701-703 So. LaSalle St.
Empire Typesetting Co. . . . 730 N. Franklin St.
Englewood Typesetting Co. . . . 540 W. 63rd St.
Kerr-Simons Typesetting Co. . . 732 Sherman St.
Kilgore Linotyping Co. . . . 326 W. Madison St.
M. & L. Typesetting Co.
..... 4001 E. Ravenswood Ave.
Mathews Typesetting Co. 626 Federal St.
Moeller Typesetting Co. . . 162 W. Austin Ave.
Quality Typo Co. 542 So. Dearborn St.
S-K-H Typesetting Co. 149 W. Ohio St.
Smith-McCarthy Typesetting Co.
..... 508 So. Dearborn St.
Standard Typesetting Co. . . . 701 So. LaSalle St.
Superior Typesetting Co. 732 Federal St.
Trade-Shop Typesetters 218 So. Clark St.
Walden Typesetting Co. . . . 720 So. Dearborn St.
Woodlawn Typesetting Co. . . . 1221 E. 63rd St.

*They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—
Guarantee enough!*

Machinery and Equipment for Printers and Binders

*We carry a large stock of
new and rebuilt machinery*

Cylinder Presses
Paper Cutters
Job Presses
Folders and Stitchers
Punches, Perforators
Proof Presses
Patent Blocks
Cutters and Creasers
Automatic Presses
Ink Vibrators
Table Shears
Bundling Presses
Embossers
Special Machinery
Hamilton Wood & Steel Goods
Outfits



*Chandler & Price
Press*

Wanner Machinery Co.

714-716 So. Dearborn Street
CHICAGO

Phone Harrison 6889

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging } Hangers
 } Maps
 } Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.
PHONE MAIN 621-2503

U. S. Army Printing Plant Used in France Now Located in Indiana Town Strange Conglomeration of Equipment Makes Up Unique Establishment.

THE great Headquarters printing office, which served General Pershing and the American Expeditionary forces in France has been moved to Jeffersonville, Ind., and is rapidly being installed completely at the United States Quartermaster's Depot there, according to *The Star* of that city.

The decision of Major-General H. L. Rogers, quartermaster-general of the United States army, to re-establish the greater part of the Chaumont printing plant in Jeffersonville was reached after a conference with officers versed in the handling of army printing supplies and in their manufacture. Among the advisers was Captain William Wolff Smith, a former Washington newspaper man, and at one time a resident of Indiana.

Machinery Gathered From Many Countries

During a recent visit to midwestern posts one of his principal objectives was the new printing office for the army at Jeffersonville, being already a supply base and centrally located.

When American headquarters were established at Chaumont, France, it was found difficult by General Rogers, Q. M. G., to obtain presses and material from America, and he gathered these from England, France, and wherever they could be gotten. Even captured German material was used. And this makes the outfit a strikingly international one. Most of the material has been shipped here from France.

One of its principal units is an English L. & M. press, which resembles the Miehle. Its cylinder is enormous, and when parts are needed for the press the American government has to send to England for them. In the equipment is a Belgian stitcher, a French mitre, a German folder and a battery of American platen presses sufficient to make millions of impressions a day. Several French Linotypes and type cases are in the lot, and they cause all manner of confusion among American printers. For instance, on the French Linotype the operator strikes the letter "t" to get the letter "I." And that makes quite a difference in English composition.

Captain Eugene E. Barton is the officer in the charge of the new plant. Next in command is Master Sergeant J. C. Cook, who was a captain during the war, but was compelled to return to his sergancy when demotions were ordered following the reorganization of the army on a peace basis. Sergeant Cook is a practical printer, and a genius in office organization. Captain Barton and Sergeant Cook found themselves in a maze of confusion as Chaumont's international print shop began arriving at the Jeffersonville depot. English, French, Belgian and German materials arrived in a muddled mass, and all they could do was store it in various corners of the depot and gradually unravel the mystery. The American equipment was easy to decipher, but the foreign elements were hard nuts to crack.

What the Plant Will Print

Room has been allotted the plant at the Q. M. Depot, and part of the shop is already in operation, printing the slacker lists and other material which is urgent. There is to be established a school for printing, in which soldiers are to learn the trade and to be used in smaller

outfits at other posts. It is the intention to establish printing offices at all military bases. When its problems are finally solved the plant will be the most complete in the country, and it will publish the *Quartermaster's Review*, which deals with the business and affairs of the Q. M. Corps.

When General Pershing arrived in France he realized the importance of a war printery, and its machines and presses worked night and day in keeping the United States army at the front supplied with the necessary official printing. Orders, requisitions, pay rolls, reports, legal documents of the judge-advocate's department and scores of other "paper" necessary in the handling of a great army had to be produced in ton lots to keep the American expeditionary forces in running order.



Hard to Stop!!

With the reputation we have built up by the quality of our plates and the constant desire to meet the wishes of our customers, we are sure to touch goal again and again.

Phone Harrison 6062

Schroeder Bros. Company

120-124 W. Polk Street Chicago
ELECTROTYPERS - NICKELTYPERS - ENGRAVERS

THREE-FOLD SERVICE

THE three great things necessary to the printing business are all given in the Franklin Service. These three are:

**ADVERTISING
SELLING
PRICE**

Thousands of printers—in large and small towns—say they simply cannot do without this service.

Better find out more about this three-fold service today.

PORTE PUBLISHING CO.
R. T. Porte, President
SALT LAKE CITY, UTAH

Steady Jobs Wanted by Workers

Continued from page 41

the personal relation between employer and employee exists.

It becomes necessary, as a first step, to measure production, capacity of equipment, and sales possibilities—perhaps for the first time. When these are known, the number of workers who can be employed all year around is known. With reasonable assurance of enough work throughout the year to give them a livelihood, the better class of workers feel secure, while there is a decrease in the number of floaters who make up costly labor turnover, and in the unskilled and careless people who lower the quality of the product. The sales department gets a new picture of the year's work, and knows where to center effort both in seasons of decreased demand and territory capable of greater development. The financial, purchasing, accounting and other departments can plan their year's work, avoiding pressure and delay in busy months, and reducing expenses and inventories during slack seasons. Repairs, replacements and extensions are arranged so that they do not interfere with production, but make slack-season work, and there is a general leveling off of peaks and filling up of valleys, straightening out the entire curve of the business.

Appalled by the unprecedented unemployment problem in Great Britain, English economists have lately been asking themselves if it can be remedied. And the best opinion maintains that it can, if employers and employees will get together, and work for volume and quality, with salesmanship to increase and stabilize outlets both at home and abroad.

Tomorrow, the steady job promises to be our national standard, something to be achieved and maintained by taking the slack out of industry. Viewed nationally, it is bigger than any employer, or any body of employees, or any industry, or labor organization. It means the elimination of mismanagement by executives, of soldiering, floating and idleness by employees, of the reduction of fluctuations caused by seasons, booms, slumps, speculation, waste, lack of organization and system. It is just about as big as the United States, and concerns not merely everybody connected with industry, but everybody consuming industry's products, and furnishing its raw materials.

**HAMMERMILL
BOND**
"The Utility Business Paper"

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

SEND for a
set of por-
folios that will
help you sell
more printing.



Can be seen on the job in more than fifty Chicago lino-type plants.

Built for long, hard and hot duty.

Applicable to any line or type-casting machine.

Now applied to Linographs by The Linograph Company

THE CHAPMAN THERMOSTAT

L. M. CHAPMAN

630 Woodland Park, Chicago, Ill.

The Strongest Iron Furniture Made



Send for List
of Sizes and Prices

Challenge LABOR- SAVING Printers' Iron Furniture

Made from highest grade fine-grained castings, Micro-ground to point system accuracy. It is light, rigid and positively accurate. The size in picas (12 points) is in raised figures on both sides of each piece. Holes in each piece allow for drainage. Note particularly the cross-braces cast in each piece, which gives extra strength and finger-hold when in form.

The Challenge Machinery Co.

Grand Haven, Mich.

CHICAGO, 124 South Wells Street

NEW YORK, 461 Eighth Avenue

Manufacturers of the Lee Two-Revolution Press, Stonemetz Two-Revolution Presses, Diamond Power Cutters, Advance Lever Cutters, and many other tools and requirements for printers. Send for Vest-Pocket Catalog.

Places to Buy Finest Cover Papers

When you want a truly fine paper that conveys quality in color, finish, weave and strength—a paper that one would naturally use in the sales literature of a quality product, just go to one of these dealers for the aristocrat of them all—

Patrician Covers

PATRICIAN AGENTS ARE

Hudson Valley Paper Company.....	Albany
Stone & Andrew, Inc.....	Boston
James White Paper Company.....	Chicago
The Johnston-Albershart Company.....	Cincinnati
Central Ohio Paper Company.....	Cleveland
Central Ohio Paper Company.....	Columbus
Southwestern Paper Company.....	Dallas
Chope-Stevens Paper Company.....	Detroit
Dwight Brothers Paper Company.....	Grand Rapids
Southwestern Paper Company.....	Houston
C. P. Lesh Paper Company.....	Indianapolis
Kansas City Paper House.....	Kansas City, Missouri
Southeastern Paper Company.....	Louisville
The W. F. Nackio Paper Company.....	Milwaukee
Beekman Paper & Card Company.....	New York City
Kansas City Paper House.....	Oklahoma City
Carpenter Paper Company.....	Omaha, Nebraska
D. L. Ward Company.....	Philadelphia
Blake, McFall Company.....	Portland, Oregon
Epes-Fitzgerald Paper Co., Inc.....	Richmond
Acme Paper Company.....	St. Louis, Missouri
The Whitaker Paper Company.....	St. Paul
Central Ohio Paper Company.....	Toledo
The Lindenmeyer & Johnson Paper Co., Ltd.....	London, England

Peninsular Paper Co.

YPSILANTI, MICH.

Makers of Uncommon Cover Papers



48-Hour Week Likely in Chicago

Employers Tell Unions Industry Will Go Back To Old Hours
November 14, Unless Agreement Is Reached Before That Time

AFTER vain efforts to reach a working agreement with the seven major unions in Chicago's printing industry before the expiration of the five-year contract November 5, Chicago union employers, through the Franklin Association of the Chicago Franklin-Typothetae, on the morning of November 5 decided to grant a seven-day extension, in which time the unions must present some proposition satisfactory to the employers or revert to the 48-hour week.

The five-year contract called for the basing of wage scales upon the cost of living as shown by United States Department of Labor statistics, and was originally adopted as a "war" measure.

Negotiations for a new contract were started September 23 when a letter was addressed to officers and members of Typographical Union No. 16, Pressmen's Union No. 3, Franklin Union No. 4, Bookbinders' and Paper Cutters' Union No. 3, Bindery Women's Union No. 30, Paper Rulers' Protective Association No. 26 and Mailers' Union No. 2, in which adverse conditions in the industry were set forth and the request made for relief either in hours or wages in order to establish a healthier condition in the industry.

Another letter was sent October 26 in which two alternatives were offered employees through their unions. One of these was the return to the 48-hour week at wages now prevailing or the continuation of the 44-hour week with a corresponding cut in wages. This cut would make the scale \$40.00 a week.

The unions countered by demanding the continuation of the 44-hour week and an increase in wages from \$42.90 to \$60.00. They also demanded that all contracts be made jointly with all unions concerned and not with each individual union. Since this would not permit of the proper working out of shop practices this was refused by the employers and sessions with the scale committee from each union were started the week of October 31.

Notices were posted in the majority of union shops November 3 in which the men were asked to consider the proposition of returning to the 48-hour week. This read as follows: "That on and after November 7th, 48 hours shall constitute a week's work in the shops of the Franklin Division, the present weekly wage to be maintained, and the conditions to govern a period of one year."

Strike rumors started immediately and the general feeling among the men was that Monday morning, November 7, would find very few of them working. However, no satisfactory meetings had been held with the unions previous to the expiration of the contracts, and Saturday morning, November 5, employers decided to continue the old agreement for one week. This was done through the following resolution:

"Whereas, conditions in the closed shop printing industry of Chicago are such that the cost of production makes the sale of our product almost impossible, and

"Whereas, the scale committee of the Franklin Association has proffered two alternative propositions to each of the printing trades unions in Chicago, based upon the relief necessary properly to rehabilitate the industry, and

"Whereas, the various printing trades unions have seen fit to adopt a policy of procrastination since September 23, 1921, in some instances actually rejecting our alternative propositions without action of their bodies, and

"Whereas, the various printing trades unions have requested an extension of the present contracts to allow time for further negotiations,

"Therefore, be it resolved, that unless negotiations are satisfactorily consummated with the various printing trades unions, on or before Monday, November 14, the 48-hour work week will obtain in the plants of the Franklin Association and the present weekly wage will prevail."

Negotiations therefore are still in the tentative stage. Employers say that the delay in inaugurating "relief" measures is not due to any lack of backbone on their part and that they are determined to bring about either a reduction in wages or an increase in hours, since they cannot meet competition of the Open shops otherwise. A week of grace has been allowed the unions in order that they can fully acquaint their members with facts and if possible bring about a peaceable settlement. If this is impossible, then the resolve of the above resolution will be carried out and the 48-hour week will prevail starting next Monday. This will undoubtedly result in a strike of at least one of the unions affected.

Under the title of "Food for Thought" an open statement to union labor was sent out by Chicago employers last week. This sums up the predicament in which local employers find themselves and reads as follows:

"The union shop portion of the commercial printing industry of Chicago is facing conditions—actual conditions, not fanciful theories—that make continued operation under present union restrictions and wage scales practically impossible.

"Chicago is completely surrounded by competitive cities where the industry operates 48 or more hours per week—and at wage scales that have always been materially lower than Chicago scales.

"Closed shop employers in Chicago cannot meet this competition—nor local open shop competition, for that matter—unless the handicap of reduced hours is offset by material wage reductions, or the handicap removed. They simply cannot continue to operate as union shops unless they can secure business at profitable prices.

"A Herculean attempt has been made to universalize the 44-hour week in the printing industry, and it has not succeeded in five months—and everybody knows that any issue not 'put over' in thirty days is lost.

"As a matter of fact, if you, as an individual, can do your part in meeting the present business and economic depression, and help to restore prosperity to the industry that supports you, by putting in four hours more, per week, in the shop, and thus probably maintain your present earning capacity, aren't you immeasurably better off than you would be to insist upon the maintenance of the shorter work week and suffer a material reduction in your earning capacity?

"Shall the closed shop proprietors of Chicago be permanently penalized because of the failure of the 44-hour week throughout the country?

"Think it over."

Indianapolis Arbitration Decision

THE arbitration board hearing the case of the pressmen and press assistants at Indianapolis, Indiana, has handed down an award decreasing the wages of each class \$6.00 per week.

Lithographers Accept Cut

AN agreement was entered into on November 2 between the National Association of Employing Lithographers and the Amalgamated Lithographers of America, whereby the employe accepts a reduction of 12½ per cent of his present wage, and the 48-hour week continues in this industry.

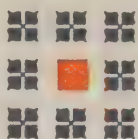
Detroit Printers Strike for 44-Hour Week

UNION printing plants in Detroit were tied up November 1 when printers in that city went on strike for the 44-hour week. Detroit union printers had been working 48 hours a week on a "hold over" contract which only expired on that date and on the refusal of employers to go to the shorter week declared a strike. Twenty plants were affected.

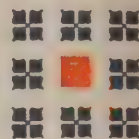


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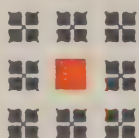


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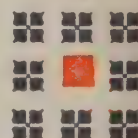
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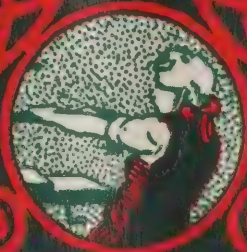
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Ben Franklin Monthly



Vol. XIX

DECEMBER, 1921

No. 3

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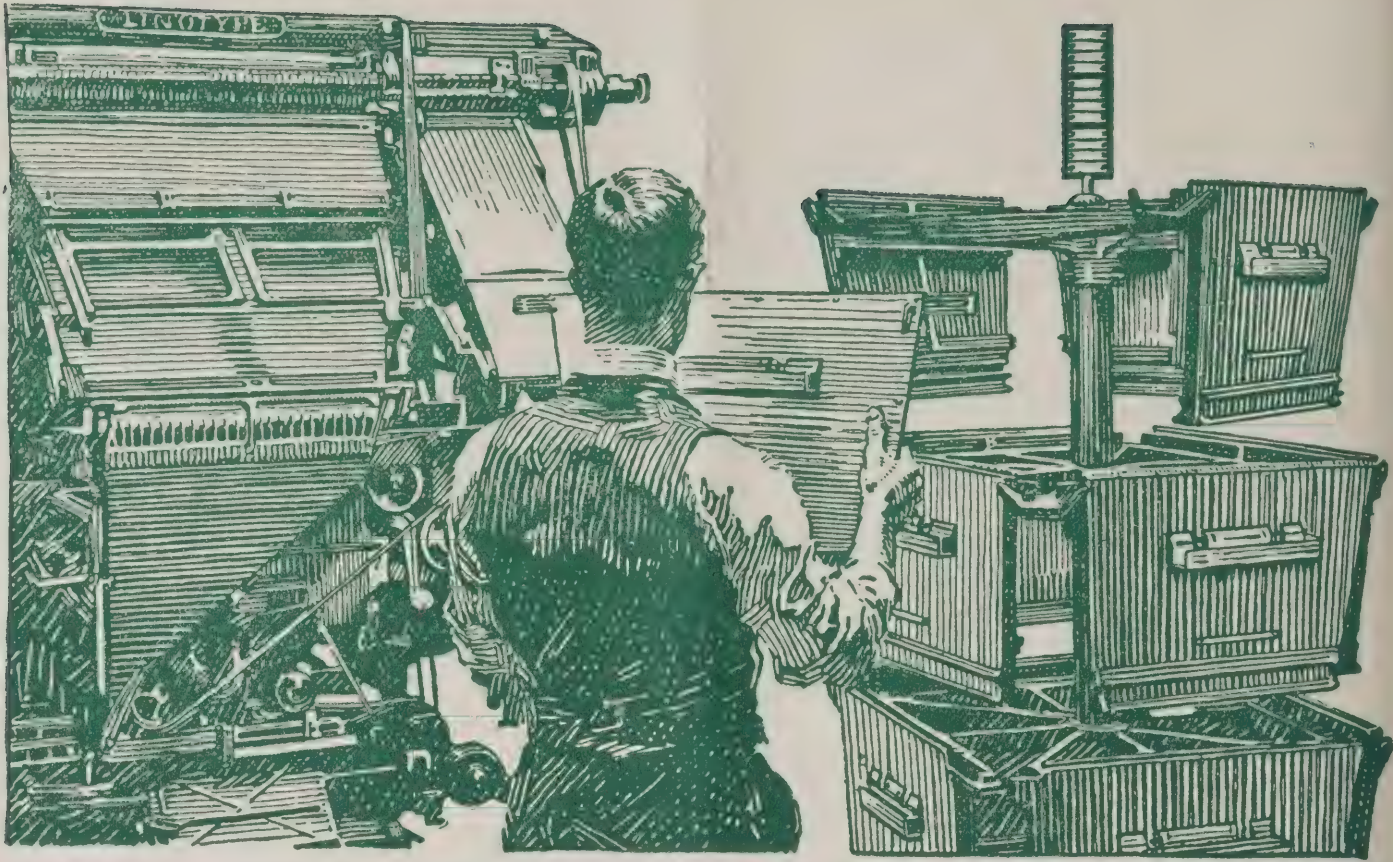
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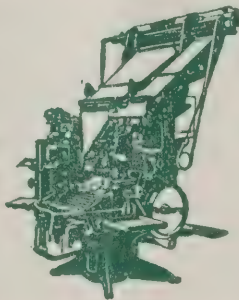
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Published for the Employing Printers of the United States and Canada
at 440 South Dearborn Street, Chicago, Illinois New York Office, 27 Warren Street

Vol. XIX

20c the copy

DECEMBER, 1921

\$2.00 the year

No. 3

The Year 1921 Draws to a Close

Christmas will arrive before the next issue of Ben Franklin Monthly. It behooves us therefore to wish that yours will be a merry one.

THE expression "Christmas comes but once a year" is all too true and a fact that grieves us sorely. Perhaps, when we view our depleted pocketbooks December 26—which of us will not?—we'll feel glad that it does come only once in each twelve months. But it will be a temporary feeling. After that will come the desire we have as we write this—that every day shall contain something of the holiday spirit—that spirit which causes us to think of the happiness of others and in so doing brings about our own gladness.

We should very much like to play Santa Claus for the master printers of the country, a Santa whose power to deliver good things would be unlimited just as it was when all of us believed in that Prince of Good Fellows.

If that power were granted us we know of several things we should place in your stocking. One of these would be freedom from industrial strife. Another the ability to see both sides of a question whether it be labor, sales or what not. Our third gift would be the ability to play—to see that all

of life is not made up of work and that your recreation is as important as being at the office six days a week. Another gift would be an abundance of orders and perhaps that new equipment you have long wanted and, as a further gift to you as an employer, we should visit your employes. We would have just as many good things for them as we have for you and one of them would be the ability, also, of seeing both sides of each question—the employer's as well as their own. Then in both stockings we would place a good old-fashioned stick of striped candy in the form of happiness. Then we would retire to the North Pole and be happy ourselves in the knowledge of your happiness.

Since we cannot actually bring you these things we can only wish them for you. Perhaps if we continue wishing—all of us, together—and mix in with it a little bit of action some—perhaps all—of these things will come to you.

These are our Christmas wishes for you, and so, Merry Christmas.

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Ordered Thursday— Erected and Running Sunday

Wednesday, Nov. 2—New Britain *Herald* plant destroyed by fire
 Thursday, Nov. 3—1 p. m., Order placed for *Seven Intertypes*
 “ Nov. 3—5:30 p. m., Specifications by telephone
 Friday, Nov. 4—8 a. m., Intertypes shipped by truck
 Saturday, Nov. 5—Erection of Intertypes started
 Sunday, Nov. 6—Type for the *Herald* set on new Intertypes



This picture shows five of the seven new Intertypes installed in record time for the New Britain Herald

That Is INTERTYPE Service

Note what the *Herald* for Monday, November 7th, says about it:

“Not only did they send their best erectors, but, that nothing might be left undone, the company's president and construction engineer came here by auto yesterday to personally direct the work. All day (Sunday) they had men at the phones in their Brooklyn plant to answer any calls for assistance or missing parts, but so well was the shipment handled that not even a single bolt was short when the equipment was rechecked in New Britain.”

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Workers Want Hearing Higher Up

When Given Voice in Management They Realize Problems Facing the Employer and Show Willingness to Co-operate.

By JAMES H. COLLINS

(Copyright, 1921, by J. K. Novins)

LOOKING ahead last summer, the management of a large Eastern printing plant saw that, within six weeks, there must be a reduction of the work force. Ten per cent of its employees would have to be laid off—maybe twenty. Sales were falling and, in borrowing money to continue production, the company had about reached the limit.

Hard necessity, and bad news for many a wage earner, but a common enough story these times.

That plant is operated on John Leitch's plan of Industrial Democracy. It has a "cabinet" made up of its executive officers, a "senate" composed of managers and foremen, and a "house of representatives" elected by employees, one delegate to each thirty or forty people.

A mass meeting of employees was called together, and the president laid the situation before them. There could be no difference of opinion about the grim necessity for laying off some employees.

"You don't have to tell us that business is bad," said one employe-spokesman. "We read the newspapers, and know what's going on."

"Well, then, we want you to advise the management in making this reduction," replied the president. "Tell us who you think ought to be laid off."

Every worker in that plant has a personal efficiency rating. Under the system, each employe has access to his own rating card, and knows exactly where he stands. Class A employees are the leaders in production, standing highest in quantity and quality of work, as well as in adaptability—they understand working methods in more than one department, can be shifted if necessary, and are capable of taking responsibility and supervision. Class B employees stand high in output and quality, but are less adaptable, being familiar chiefly with one task or department. Class C comprises all the employees who have failed to fully measure up to the standards and opportunities in a single department, sometimes lacking ambition, again conspicuous for careless work or slacking, and generally indifferent to improving their ratings.

"Now, let us consider making the cut in Class A," continued the speaker. "Largely upon the efficiency of A employees we have been able to turn out quality goods, maintain sales so far, and keep the plant running. The A fellows earn the highest wages. If we make the cut there, not so many of them will have to be dropped to balance our payroll. And they stand the best chance of finding new jobs elsewhere. More of the B employees would have to go, but not as many as C employees. The

C employees would find it hardest to get new jobs outside. If we cut either A or B, however, the quality of our product might fall, and that would mean decreased sales, and probably further lay-offs later on if business doesn't improve. All those in favor of dropping A employees will vote by rising."

Not a single employe rose. Nor did anyone favor dropping Class B workers. When the vote was taken on Class C, three-fourths of the employees were in favor of it.

"That is the way we voted in the cabinet," announced the president, "and we are glad to see that you take the same view, after considering all angles of the problem. But in the cabinet we voted unanimously. Does the minority here want to register its vote for some other plan?" Not a single employe rose or made a suggestion.

More and more, employees are being given a voice in the employer's policies that affect themselves. Hardly a week goes by without an announcement that some large corporation has adopted such a scheme of employe representation or "industrial democracy." Conservative business men are a little apprehensive about this tendency, interpreting it as an uncalled for and radical concession which may ultimately lead to a demand for employe representation in management-labor interests on the board of directors.

The most famous plan of the kind is that devised by John Leitch, which is patterned on our democratic system of government, and is designed to restore the man-to-man relation that existed when business conditions were smaller. As his ideal of this relation, Mr. Leitch tells a story of Phil D. Armour. Noticing one of his employees out in the mire of the old stockyards with leaky boots and thin coat, he gave him money to buy a warm, dry outfit, saying that he couldn't afford to have him get sick. That was autocratic business, with the personal relation. Business continued to be autocratic in management when it outgrew the personal relation, and the best remedy for the evils of autocracy is democracy, Leitch maintains. Under his plan, the executives of a business form a cabinet, the department heads and foreman a senate, and employees elect a house of representatives. The senate and house of representatives meet weekly. Any employe who has a suggestion, grievance or complaint brings it to the representative elected from his department, and it comes before the house. Matters affecting working conditions, hours, wages and the like are formulated in bills,

Continued on page 70

"The worker wants a hearing because he has something to say—a complaint to be taken up or a suggestion of possible value. If no channels are provided for giving him a hearing, he can do one of two things—try to reach the management through an organization which will usually be hostile, or silently quit and find a job elsewhere.

"If he is given a hearing, and facilities for reaching people higher up at any time, it is not he alone who profits. For again and again it has been demonstrated that what the worker has to say about things that affect himself is something that management can seldom afford to be ignorant about. The gain may be great to the fellow who wants to be heard. It will be greater to the fellow who listens."

—James H. Collins.

Wage Disputes Near Settlement

Reductions and Arbitration to Clear Way for Prosperity in Chicago's Printing Industry. "Big Six" of New York Wins

AGREEMENTS reached between employers and three Chicago unions last month bring about decreases in wage scales ranging from \$1.00 to \$4.00 a week.

The wage scales of two other unions, Typographical Union No. 16 and Franklin Union No. 4, will be arbitrated. Four of the five arbiters who will settle the dispute with No. 16 have been chosen. They are J. W. Hastie of the Western Newspaper Union and William F. Bazner, of the Bazner Press, representing Franklin Division of the Franklin-Typothetae (employers) and Henry Moeser and Charles Curtis, representing No. 16. These four men will choose a fifth as soon as possible. Meetings have been in progress for a week.

Franklin Union No. 4 voted Saturday night, December 3, to reject the proposed reduction of \$3.65 in their scale and asked for arbitration. This will be granted by the employers.

Not only wages but shop practices as well, will be decided upon.

The reductions were made in the scales of Bindery Women's Union No. 30, Bookbinders and Paper Cutters' Union No. 8, and Pressmen's Union No. 3. The pay of bindery women is reduced \$1.00 a week, that of edition bookbinders, \$4.00, all other journeymen bindery employes, \$3.65 per week, and pressmen, \$3.65. All of these are based on the 44-hour week.

Only one of the reductions has gone into effect, that effecting bookbinders having started November 21. The remaining reductions will be determined as soon as the decision of the arbitration board hearing the case of No. 16 and the employers is handed down. This is expected before December 15.

The new scales in Chicago, for the 44-hour week, will be as follows:

Pressmen—\$44.00 per week.

Bookbinders—\$38.50 and \$39.25 per week.

Bindery Women—\$21.00 per week.

A reduction of \$3.65 is asked in the scale of No. 16. The present scale of No. 16 for the 44-hour week is \$46.65.

In the meantime, nine of Chicago's largest printing plants, including all of the Colortype houses, have declared themselves "Open." They are the Magill-Weinsheimer Co., American Colortype Co., Columbian Colortype Co., Manz Engraving Co., Bert L. White Co., Walton

& Spencer Co., Max Lau Colortype Co., Rothschild Colortype Co., and Regensteiner Colortype Co.

New York Wages Remain Same

REPORTS from New York City, November 28, carried the information that the wage scale of Typographical Union No. 6 of that city is to remain the same. This decision was made for New York employers by Dr. John L. Elliott, the arbiter, who has been considering the matter for several weeks. The news that no decrease would be made at this time was entirely unexpected since it was believed Dr. Elliott would follow the lead of Dr. William F. Ogburn who, on November 16, awarded a \$2.00 a week decrease in the scale of Pressmen's Union No. 51. One other case remains under arbitration, that of Press Feeders' and Assistants' Union No. 23, which is to be decided by Dr. William N. Leiserson, arbiter.

The scale of wages now being paid Typographical Union members in New York City and which is to remain the same is \$50.00 a week for the 44-hour week. The scale for Pressmen is now \$44.00 for 44 hours. This includes the \$2.00 reduction.

Copy Writing

NOT only the printer who operates a "Service Department" but every printer who advertises—that should include every one of the thirty thousand or more plant owners in the country—should know why advertising copy "sells" and how to prepare such copy. "Better Advertising," published by Frederick J. Drake & Co., 1006 South Michigan Avenue, Chicago, does just that. John M. Manly, head of the Department of English at the University of Chicago, and John A. Powell, of the Holtzer-Cabot Electric Co., are the authors. The book covers in a new and interesting way (with illustrations) the elements of advertising; "Good Will," "Publicity," or "Institutional" advertising; kinds of copy; separate elements of the advertisement; commercial literature for advertising purposes; circulars, booklets, stuffers and folders.

The book is profusely illustrated and shows numerous "lay-outs" and typographical arrangements, with comments on the copy and its effectiveness. It is pocket-size, bound in leatherette with embossed stamping and sells for \$1.50.

*It's up to
the Printing
Industry to
win him back
into the fold*



Too bad, too bad! but the star "convert" seems to be slipping !-!

Co-operate to Overcome Waste

So Says Committee Investigating Conditions in Printing Industry
for Secretary of Commerce Hoover. Specific Recommendations Made

TREMENDOUS waste in the printing industry, which can be best overcome by co-operative effort, is described in a report issued by the committee on elimination of waste in industry of the American Engineering Council. Over-equipment representing a capital outlay of hundreds of millions of dollars was mentioned as an important factor in printing losses.

The committee, which was named by Herbert Hoover and which had previously investigated various other industries, declared that individual efforts to eliminate waste have "proven impotent, except for the individual pocketbook." Individual industrialism was held a failure as applied to the printing industry.

Printing, the report said, represents a total investment of approximately \$1,500,000,000, and has an annual production of more than \$3,000,000,000. These figures are based on the inclusion of such dependent industries as printing machinery, ink, type founding and two-thirds of the paper industry.

Refers to Survey

The report referred to a survey conducted by the United Typothetae of America, which estimated overequipment at from 50 to 150 per cent. Strong competition everywhere and the necessity for prompt production were given as causes for this condition.

The committee criticized some methods used by both employe and employer, deploring "the profiteering which has existed during the last few years and the distortion of the law of supply and demand, as well as the curtailment to which labor has undoubtedly resorted."

Recommendations were made that "the printing unions should insist upon reasonable hours and the best pay obtainable, but that they should also co-operate and even be aggressive in insisting upon the determination and use of production standards in appraising their service, and that they should lend themselves to the greatest possible flexibility in the utilization of economy of the service of their membership."

"It is distinctly to labor's interest rather than to its detriment," added the report, "that its service should not only be as effective as possible, but also be definitely recorded and understood."

Production Quotas

The report said that labor's responsibility for waste is notably less in non-union plants because of lack of restrictions enforced by the unions, and the resulting flexibility in maintaining a balance between labor and production.

Declaring the management within the individual plants still "typically individualistic," the report said the "crux of waste within the individual printing establishments is the lack of accurate production standards constituting a fair basis of appraisal for the individual workers." Standardization of equipment was urged.

Concluding its report, the committee makes these recommendations:

"To the manager of an individual plant, that the large establishments develop a conscious technique of management, including the development and use of production quotas.

"To managers of the industry as a whole, that the United Typothetae of America undertake the development of production quotas for the benefit of the smaller printers along the line of its present work in cost keeping; that the printing and allied trades, including the National Association of Purchasing Agents, in joint action, develop and adhere to co-ordinated standards for printing products, materials and machine equipment, and conduct a publicity campaign for the education of the buyers of printing as to what the standards affecting them are, and the advantage to them in their use.

"To labor, that labor individually and collectively advocate and co-operate with the employing printer in the establishment of production quotas, that through the industrial relations department of the United Typothetae and through the international joint conference council they co-operate in the elimination of restrictions affecting output, and they urge the use of employes within one establishment for more than one class of work.

"To the department of commerce, that it co-operate with and support the printing and allied trades in bringing about joint conferences and in conducting a publicity campaign for the education of buyers, as to standards determined upon and the advantages to be gained through their use."

Struck Work Clause Held Legal

FIVE Chicago Trade Composition plants have declared themselves "Open" and are now operating as such, following the refusal last month of Judge Oscar M. Torrisson to grant an injunction to prevent the Franklin Association of the Franklin-Typothetae from entering into an agreement with Typographical Union No. 16 whereby work originating in or intended for open plants will not be handled.

The plants which have gone "Open" are the Smith-McCarthy Typesetting Co., A. R. Buckingham, Chicago Typesetting Co., Kilgore Linotyping Co. and the S-K-H Typesetting Co. There are now seven Open trade plants in the Chicago Trade Composition Association, Trade Shop Typesetters, and the Woodlawn Typesetting Co., being the other two.

The petition for the injunction was filed by seventeen local plants, who claimed the "struck work" clause demanded by I. T. U. contracts is a restriction of trade.

Immediately following the filing of the petition, men employed in the plants of the petitioners went on strike. The strike affected about 300 men and lasted from November 18 to November 30, when the employes were ordered back to work by union officials.

This, a majority of the men refused to do, the Linotype society, composed of Linotype operators, calling an illegal strike as a demand for \$60.00 a week. A rumor that such a move would be made by members of the Linotype body has been current for some time, and the men, apparently believing the time propitious, have since refused to return to work unless their demand is granted. Most of the Trade Composition plants are operating, however, since a number of operators have refused to join the "outlaws" and are being backed by the International Typographical Union.

Continued on page 68

Is Your Newspaper Respected?

Some Reasons Why Small Town Papers Are Called "Daily Disappointments" and Some Suggestions That May Help Command Attention

By W. A. FREEHOFF

ANY city of any consequence at all is restless unless it has a daily newspaper. Few of the people who most urgently demand such service realize the careful management and the amount of capital required to support a daily in the style it has a right to demand. Yet when some ambitious young publisher sets out to give the city what it wants, and incidentally make a living for himself, his effort is more than likely to be met with subtle humor like the following:

"Have you seen the daily disappointment tonight? Some rag, what?"

Should Not Expect Too Much

It is understandable, of course, that the man who tries to establish a daily in a small town where a weekly can hardly make a living will have rough sledding at first. If he has very little money a severe struggle is before him, and the paper will scarcely measure up to the finished productions of the metropolitan publishers.

Very often it happens that a daily is established with plenty of financial backing, and yet it does not "fill the bill." I have observed several such efforts, and tried to analyze the reason.

I stepped into a publisher's office recently and observed a six-page attenuated edition. There was a little local news on the first page, a few telegraphic digests, quite a lot of plate matter, and a smattering of advertisements. Upon reading the paper I could see that there really was more news carried than superficial observation would lead one to believe. What was wrong?

First, there was the matter of headlines and display. Every competent printer knows that the correct and clever use of type will make a marvelous transformation in the appearance of the printed page. The eye is offended by monotony as well as the ear. The small town daily should get away from the conventional make-up of the old-style country weekly, must get away from it. Larger headlines—and I do not mean abnormal headlines—larger type in the subheads and more of them, the more liberal use of leading, and what might otherwise have been a dull and lifeless page is transformed into a thing of snap and sparkle.

"Home News" Most Important

As a general rule, the small town daily cannot hope to compete with the metropolitan dailies in the matter of "foreign" news. It should rest content with an abbreviated, standard service, and concentrate upon local news. It is surprising how many small dailies overlook the importance of getting all the home news. The reporters show no originality in developing stories but confine themselves to the old beaten paths.

It will cost a little more, of course, and the reporters may have to buy an extra pair of shoes during the year, but the subscribers will notice and applaud. A little ingenuity will reveal follow-up stories on features already used. I remember reading about a young woman in a small town who set to work to manufacture news (not invent it) and by keeping in touch with the people who were directing the city's main activities, fairly revolution-

ized her community, at the same time doing the paper an invaluable service.

As I have already intimated, a daily newspaper cannot be run on a shoe string. It must bear external evidence that money is being spent to give subscribers value received. Yet a publisher who had plenty of capital confessed that he was "cutting corners" at every opportunity. The paper looked it, and the men of his city were guilty of "joshing" each other about the "daily disappointment" already mentioned. Economy is all right but visible cheapness is ruinous.

Still another daily in a small community gave itself a severe handicap by its carping editorials. The paper had the worst "town scold" faded off the boards. No matter what was taking place, the editor was hectoring and badgering the principles in such a manner that real offense was taken. People do not like to be scolded. Neither do they like simon pure taffy, but taffy will go further than vitriol. A good-natured dig is all right once in a while, but the newspaper which specializes in chips may get them knocked off its shoulder.

Careful Editing Necessary

Many dailies make the mistake of catering almost entirely to the people in the city. Just as the merchant in the city finds the backbone of his business among the farmers, no newspaper can reap its richest reward unless it has a strong rural backing in subscribers and advertisers. The support of the farmers can only be secured by giving them the news they like to read. They want the personals and locals, of course, and in order to get them correspondents must be recruited from every cross road.

The editor will add much to the attractiveness of his paper if he reads this correspondence carefully, and perhaps rewrites the most important paragraph into a lead, and puts a conspicuous head over the whole column. If this correspondence gets a front page position once in a while, so much the better.

In every progressive farming community, livestock farming is being developed. Many counties are becoming noted for their herds of blooded stock, and some counties spend thousands of dollars all over the nation advertising their herds. The news in connection with this business, with local organizations, with all better farming movements is considered "live stuff" by the big dailies. And yet the "local" dailies have ever so much better chance to get this news in detail and play it up.

As soon as a good list of subscribers is built up from among the farmers, they will find that it will pay them to advertise their livestock, their grain, and other products. Sales managers will be glad to give the enterprising daily in their county a generous slice of the advertising appropriation. And as soon as the farmers read and advertise, the merchants will follow suit, and the success of the paper is assured.

The profitable revenue will come largely from the job department. Any community worthy of the name has many calls for printing, and the most natural place for people to go to is the office of their daily paper, provided they like that paper. And here again work demanded by progressive farmers is likely to be most profitable.

A Mint of Ideas at Your Elbow

The Overlooked Opportunities in Every Cabinet of Paper Samples Will Help Sell Many Big Orders

By WILL G. CALDWELL

ART THOMSON, city salesman for the Western Printing House sat rather dejectedly checking over his list of prospect cards. The file girl had just handed them to him, as they were supposed to contain the names of printing buyers who would be in the market for printing.

"A sorry looking lot," thought Art as he thumbed through the entire lot, noting the all too familiar notations found in the space at the bottom of each card headed "Remarks." The remarks seemed to have a disconcerting sameness about them—most of them read like this, "Our price is too high," "Apex Printing Co. cut price after submitting bid," "Says he is perfectly satisfied with service he is getting from present printer." Card after card bore the same kind of a heart breaking reason why the customer or prospect had not given his last order to the Western Printing House.

"Wish I sold something like Fatima Cigarettes, or Wrigley's gum," mused Art in a half mumbling tone. "Surely they don't ask for bids when they want to buy a case of cigarettes, or a box of chewing gum."

That set him to thinking. He wondered if there was not some way to jerk the product of the Western's battery of cylinders out of the maws of price competition. The constant promise, "We'll give you a chance to bid on our next job," was getting on Art's nerves. It seemed as if no one ever threw discretion to the winds, as it were, and placed an order without first getting competitive bids from every plant in town—from the multigraph shop to the ten-cylinder—"from-a-folder-to-a-book" kind.

Before he had time to think along these lines any longer the telephone rang. It is said that the ringing

of a telephone has saved people from suicide, has startled thieves in their midnight depredations, and interrupted many trains of thought. This morning it interrupted Art Thomson just in time to save him from getting in the mood of saying "Oh, what's the use, I'll stall around the office a couple of hours and then go to lunch and take in a matinee in the afternoon." The telephone jangled persistently. When he answered it he didn't care much whether or not it was a customer or a complaint.

But it was a customer. The Simplex Machine Works wanted prices on 25,000 letterheads. Strange to say, the Simplex people were pleasant folks to deal with. True, they generally drove a good bargain, yet they did not call in every printer in town every time they wanted a job turned out.

"Be right over; have some new letterhead ideas that will sure interest you," said Art as he hung up the receiver. He had spoken of the new ideas almost mechanically. Actually, he didn't have a single idea in mind. As he realized that they would want to see the idea he spoke of he began to wonder where it was coming from.

Starting out to look up some new samples of letterheads he happened upon a new paper sample cabinet. "Wonder I didn't think of this sooner. Don't suppose there is anything in it that I can use, but I'll give it a look anyhow," was about the attitude that Art unconsciously assumed as he started to explore the several drawers full of samples.

Just as he was about to decide that everything it contained was too elaborate for the job in mind he ran across a big folder. It was labeled "Four Page Letter-

Continued on page 66

A Mighty Poor Picture of a Mighty Big Event

(THE FAULT IS THE PHOTOGRAPHER'S)



Assembly Hall during sessions of 35th Annual U. T. A. Convention, King Edward Hotel, Toronto, October 17 to 22.

When and Where To Use All Caps

Good Typography Demands Easy Reading. How National Advertisers Regard All-Cap Headlines, With Some Examples

By PAT KAY

THE Romans were wont to label their architectural efforts with dignified lines of lettering in classic Roman, all capitals. The blood of those stone carvers from the city on the seven hills still runs in the veins and arteries of many of our present-day compositors. It must, from the persistent tendency toward the use of all caps in headlines, not necessarily titles, but *reading* headlines.

On broadsides, circulars and mailing cards we are confronted with supposedly smashing and attention-compelling statements—statements that are to hold our attention and tell us a message to lead us into further reading. Instead of these headings, or, more correctly, opening statements, being set in easily read capital and lower case letters, they are set in space-filling capitals. They are the work of folks who, in their desperate effort to make the most of the display lines, seek success by filling the available area as *fully* as possible.



Above is a Goodrich Tire advertising display in its original form.

YES SILVERTOWN CORDS ARE INCLUDED IN THE

Above is the advertisement with the original heading replaced with one in all caps. The folly of the resetting is apparent at even the most casual glance.

Reducing it to simpler form, let us examine the two following settings of a display line.

BUY DUNHUT RUBBERS Buy Dunhut Rubbers

There is no uncertainty in our choice. We might see the all-cap line sooner, but we can *read* and grasp the message of the cap and lower case line more quickly. If it is merely attention we seek, let us use *illustrations*. In the best advertising practice, illustrations are employed to arrest attention and *suggest* a story. Type is employed to *tell* the story.

If the judgment of national advertisers, whose typographic display is supervised by successful advertising agencies and competent advertising managers, is to be held of value, let us consider these figures:

In the 105 major advertisements appearing in a recent issue of the *Saturday Evening Post*, an analysis of the headings gives the following:

Headings in caps and lower case...	81
Short headings in all caps.....	16
(Titular heads such as "THE CADILLAC ROADSTER")	
Reading heads in all caps.....	8
Total	105

Observe that nearly four-fifths of all the headings in the major advertisements are in caps and lower case. Two-thirds of the headings appearing in all caps are short heads of titular nature.

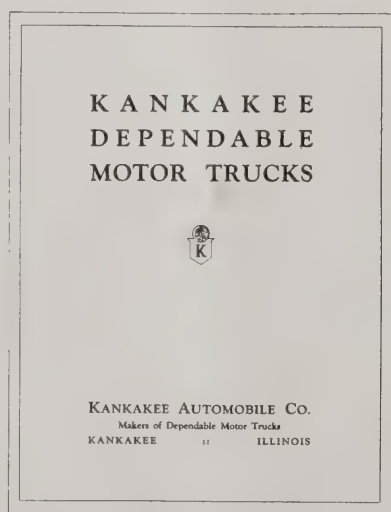
Picking up an old copy of *Printers' Ink Monthly*, from which some of the best advertisements had been removed for specimen purposes, we find in the remaining 71 major advertisements:

Headings in caps and lower case...	53
Short headings in all caps (titles) ..	10
Reading heads in all caps.....	8
Total	71

The above publication carries the advertising of firms intimately concerned in advertising and selling their wares and services to advertising men.

This briefly gathered evidence, plus our own contemplation of specimens, must convince us that lines of all capitals are to be avoided. All capitals are for titles and to achieve effects. Care should be taken to make all cap lines short and the words should always be letter-spaced. All capitals, correctly used, convey a suggestion of dignity, as they did in their original service in Roman architecture. They are best employed as follows:

Title Pages of Books

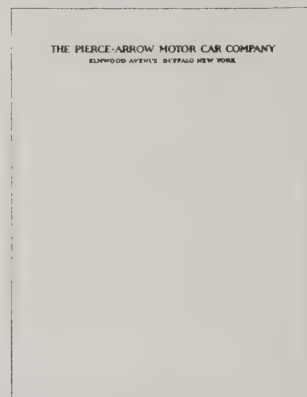


A dignified title page

Letterheads

The letterhead used in daily correspondence is seen again and again by the same recipients. A display effect which might prove attractive on the first letter to the

recipient would prove a bore when seen on the succession of letters received in months or years. Therefore, in designing a letterhead for continued use, restraint must be observed. All capitals in simple setting serve well in such instances.

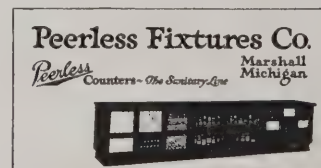


Letterheads for special campaigns may well contain some elements of saful display.



Showing permissible difference between letterheads for regular correspondence and a letterhead for a special campaign.

Two Types of Business Cards



Here formality and simplicity are definite requisites. But even business cards are successfully departing from accepted styles and, in their departure, frequently desert the all cap convention.

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Plant Cafeteria Proves Success

Buckley, Dement & Company Serve Three Hundred Meals a Day
At Average Cost of Thirty-five Cents, Find Welfare Work Pays

By FLINT McNAUGHTON

Buckley, Dement & Company, Chicago

A CERTAIN piano manufacturing company once advertised the slogan, "When there's harmony in the factory, there's harmony in the piano."

Much the same basic thought animated the policy of Buckley, Dement & Company, the well known direct advertising house of Chicago, in providing for the comfort and welfare of their employes.

In designing their new six-story steel and concrete building every detail that would improve the working conditions of their employes was provided for, even down to shower baths. Lighting and ventilation arrangements are ideal. Only occasionally on the darkest days in winter are artificial lights necessary. Rigid insistence on cleanliness makes the building seem a second "Spotless Town."

In every organization the opportunity of getting a wholesome appetizing noon meal will have a great effect upon the health and spirit of the employes. It so happened when the location for their new building was selected that there was no good eating place within convenient walking distance.

Rather than force their employes to bring a cold lunch with them it was decided to establish a cafeteria and kitchen within the building where good, wholesome food could be provided for the noon meal. Its facilities are ample for serving all the employes of the six-story building.

The food served is of the highest quality obtainable, and is sold at slightly below cost.

About 300 persons are fed each day at an average cost of 30 cents per meal. However, since many of the girls

bring their own lunch and merely buy a hot drink, the actual average cost of meals is nearer 35 cents. All the food except pastries is cooked in the Buckley, Dement & Company kitchen.

The cost of installing the cafeteria was approximately \$7,200.

In addition to providing an opportunity to get a good hot noon meal at cost in clean, attractive surroundings, there is also a rest room for the women and a smoking and card room for the men.

The women's rest room is equipped with rugs, comfortable chairs, couch and similar conveniences, including a very fine victrola with many of the latest records.

The men's room is similarly equipped and, like the women's room, is used daily, but chiefly during the noon hour. However, whenever it is desired to stage a little party after hours for someone who is leaving the organization or fallen a victim to Cupid's arrow, these rooms are again impressed into service.

A room is provided with first aid equipment to care for any emergency that may occur. This equipment, however, is seldom called into use, due to the many safeguards provided for the protection of the employes in every department. It is restocked every two months.

Another feature not always found in organizations composed largely of piece workers is that every employe on a piece work basis is given a week's vacation with pay after six months' constant employment and two weeks vacation if he or she, as the case may be, has been on the payroll for a year.

Noon Hour in the Buckley-Dement Cafeteria



In The Service of The Public

Special Editions Help Missouri Town Weather Depression Period Carrying Newspaper With Tide. How One Live Paper Overcame Business Inertia

By EDGAR WHITE

THE Macon (Mo.) *Daily Chronicle-Herald* has issued three Public Service Editions during the year, and may issue two more before the year is out. The last one, an edition of 16 pages, carried \$250 worth of advertising, and was prepared inside of four days. The run of job work and ordinary daily advertising did not suffer because of the extra edition, and not an extra man or woman was put on the force.

Experience has taught us that special editions take best when there is a particular local purpose to be achieved. Our first Public Service Edition, printed in the early spring, was to encourage the building of more homes and business structures. That put us directly in line with the lumber and hardware men, carpenters, painters, wall paper men, dealers in paints and oil, real estate men and others. Furniture men advertised to furnish new homes, general stores to sell curtains, carpets, rugs and other household articles. The appeal was wide, and the advertising patronage was good. But the purpose aimed at was to get the public mind directed toward the urgency of more buildings, and it was stated recently by a man who has lived in our town a great many years that more construction was done this year than at any like period while he has resided in the city. Besides a great many new residences, the list includes several new store buildings, a new theatre, a farmers' exchange warehouse and offices, two modern filling stations, new passenger station on one of the railroads, added stories to a wholesale grocery, enlargement of the Western Union Telegraph building, a Catholic Sisters Academy and the enlargement of two big shipping houses. A half million dollars worth of new construction kept all the carpenters, masons and men of allied industries busy almost from the date of the Builders' Edition issued in March, and the work is still going on.

This Building Edition listed all the contractors, brick masons, carpenters and plumbers in town, gave estimates and building costs, listed free those who had lots for sale and stated reasons for building as presented by practical men. The Builders' Edition was followed up by a steady campaign urging the need of more structures.

The work didn't start with a rush. There were many critics. Some said it was foolish to talk about building now with labor and material so high. We replied by quoting prices, and gradually the people saw it was the wise thing to do. Every new structure—business house or dwelling—had a tenant before the foundations were laid. As a backing we had the guarantee of a coal operator that he would produce tenants for 25 new dwellings of moderate size, and he was as good as his word. The campaign added many new residents and business industries to the town. It succeeded better than its most ardent friends expected.

The next Public Service Edition was in honor of Missouri's 100th birthday anniversary, and the benefit was more for the state than locally. The Fair Edition was issued to boost that enterprise, and it did its part toward making it a success. After paying all expenses the Association had \$1,500 in the treasury, which is pretty good for the first fair held in 20 years. The fair was developed from a small beginning by a persistent publicity campaign through the local newspapers. I don't believe

it would ever have made a start by any other method.

With business getting back to normal there will be an increased demand for Public Service Editions in all prosperous towns. Merchants are more eager to advertise in such publications when they can be gotten out quickly. With a fast press you can get out as large edition as necessary inside of four days, doing all the presswork in less than a day. Formerly we would be pottering along two weeks or a month on a big special. There's no money in that, because your type and metal are tied up so long, and your men don't move with the energy they do when you are racing against time. Many a large and fine-looking edition has been a costly enterprise because of the slowness with which it was produced. And then people lose interest in a big paper that's coming out—some day.

The fast press that does its own feeding, printing and folding puts into the hands of the small town publisher a wonderful opportunity for increasing his business. Our Builders' Edition contained \$160 worth of advertising; the Centennial Edition, \$350; Fair Edition, \$250. If we get out two more large editions before January 1, they will add approximately \$500, or an increased business of \$1,260 for the year through our special editions alone.

As an advertising man, I enjoy the excitement of getting out Public Service Editions. The merchants fall in with your enthusiasm, and give your paper larger ads and show more interest in it. They ask questions about circulation and how big a field you plan to cover. Often they make valuable suggestions to help along the success of the enterprise. The live merchant always feels grateful to the paper that is trying to do something to make the town a bigger trade center.

The interest is increased when your rival down street is also working on a big edition at the same time.

To wander a bit from the subject, our iron-clad rule is never to knock the opposition paper in any manner, shape or form, with one exception: to get out a larger and better paper if we can.

In soliciting advertising we never discuss any subject but advertising, and only present the necessary details. Too much talk—no matter how eloquent—and the solicitor becomes a bore. In securing the largest ads for our Fair Edition not over 100 words were used to the customer on the average. Some less than that. The title page or a dummy was laid on the desk when the customer signified he was at leisure. Then his questions were answered in a few direct words, and he was told the paper's plan to cover his trade territory.

When a solicitor, whether selling advertising or grinding stones, starts out to do a big day's work he should husband his speech as well as his physical strength if he wants to be effective all day.

It should be made very clear that the special edition has the distinct purpose of serving the community, and it must print important reading matter as well as advertising. Merchants have a fine scent for distinguishing between the special that is designed to help them in their business campaigns, and the one produced simply because the publisher needs the money. I've known of newspapers that went to the wall by too many specials. Even watermelon and pie lose their appeal when one gets too much of them.

Five Reasons For An Appraisal

Why the Printer Should Know the Exact Value of His Plant at All Times and Some Qualifications Required of the Appraiser

By E. C. FLINN

Chief Accountant, Franklin-Typothetae of Chicago

SO MUCH depends on the correct valuation of printing machinery and equipment it seems strange such little attention is devoted to it by proprietors. They do not seem to realize the use and importance of appraisals.

Appraisals are usually made for one of the following purposes:

1. To be used in distributing costs such as depreciation, interest on plant investment, insurance and taxes, over production centers.
2. To ascertain the proper amount of insurance to carry.
3. For Income Tax purposes.
4. As a basis of determining values in the sale of equipment (sale of plants).
5. As a basis of determining values in the purchase of equipment (purchase of plant).

It is apparent we must first determine what kind of an appraisal we need for our particular purpose. Following this line of thought the following remarks are offered with the hope that they will be of some assistance to proprietors of printing plants.

First: For the purpose of distributing costs: The Standard Cost-Finding System provides that certain items of expense shall be distributed over operating departments on the basis of the investment in such departments. This refers particularly to taxes, insurance, interest on investment and depreciation. As these items of expense are related to investment in departments the basis of distribution cannot be disputed.

To properly make the above distribution the *actual cost* of equipment in each department should be used. This holds true even if the equipment was bought at a bargain or ten years ago when prices were lower than now. Under no circumstances should appreciation of equipment be reflected on the books or in the cost system. Such appreciation can be considered in the selling price but not in the cost. To include appreciation in the costs is only to penalize oneself by raising depreciation and interest on investment charges, thereby raising one's costs. To include appreciation on the books is to reflect an unrealized profit because the increase in the value of the plant due to the higher prices prevailing at the present time is not realized until such time as the equipment is actually sold at such prices.

It often happens that the cost of equipment cannot be obtained from any known source due to the fact that all records have been destroyed. This is too often the case in printing plants. This is one of the sins arising from not keeping an up-to-date accounting system from year to year. The question is, under these circumstances, "What valuation should I use for cost purposes?" It is a hard question to answer. My opinion is that rather than penalize myself by having an appraisal made at current rates I would endeavor to inform the appraiser as to the approximate date my equipment was purchased and have the appraisal made at that date as to reproductive and sound values, or if possible obtain the cost by direct correspondence with the manufacturers on the larger machines.

It probably would not be out of order to state here what the terms "reproductive" and "sound" mean. Re-

productive value represents the cost of reproducing the article in question at the prices prevailing for labor and material at the date of the appraisal. After obtaining this value the appraiser depreciates or scales down such value according to his knowledge of the equipment and the use to which it has been put, its age, amount of repairs, length of life, etc. After deducting this depreciation the values are said to be sound values.

To get the most benefit out of an appraisal for cost purposes, such an appraisal should be divided into cost centers. This requires on the part of the appraiser a knowledge of cost-finding principles, together with a thorough knowledge of printing operations. It is a specialized proposition requiring a specialist to handle it. For this reason a proprietor of a printing plant should insist on the services of an appraiser specializing in printing equipment appraising. Naturally, he is placed in a better position than an appraiser handling a machine shop one day and a foundry the next and a printing plant the next. He is sure to have a thorough knowledge of the printing industry for the reason that he never would have selected such a line to specialize in if he didn't. He also would have a complete list of prices of printing equipment kept up to the minute. His experience would guide him in handling such things as electros, type, slugs, brass rule, etc., and he would not be likely to dump them all on the scale and furnish a value based on the number of pounds on hand at the prevailing price for old metal.

Second: For insurance purposes an appraisal showing reproductive values at current prices is desired because in case of fire the destroyed units would have to be replaced at the current rates for material and labor and in case proper insurance is not carried a loss would be suffered in replacing the units. A revising service is usually incorporated with such appraisals whereby the appraisal is kept up to date by yearly revisions.

Third: For Income Tax purposes it seems that any appraisal made after March 1, 1913, is not of much use if it only shows reproductive and sound values at current prices. It must go further than that. It must show reproductive value as at March 1, 1913, original cost at date of acquisition, expected life and depreciation to March 1, 1913. Such an appraisal is usually demanded by tax specialists to assist them in resetting the accounts of a firm.

Fourth and Fifth: An appraisal furnishes values that can be used in checking up on the purchase or sale of a plant. The appraiser, being a disinterested party, will set forth a better valuation than the proprietor, who invariably overstates values and life.

It does not seem to be good business to just order an appraisal without specifying to what purpose it is to be placed. To get the desired results, one should consider what he wants the appraisal for and then inform the appraiser so that he will be in a position to handle the proposition in an intelligent manner. If the printer can locate an appraiser who specializes in printing plant appraising, whose reputation is good, who knows the Standard Cost-Finding System, and has a knowledge of printing operations, he has the man for the job. The printer should use his services and stick to him. He should not make the mistake of letting any party appraise his plant.

Does Calendar Advertising Pay?

Writer in *Marketing* Raises Question in Interesting Article Telling of His Investigation. An Article of Importance to Master Printers

UNDER the heading "Does Calendar Advertising Pay?" Charles W. Stokes writes an interesting article which appeared in *Marketing* recently. Perhaps some of the calendar printers can answer the writer, whose article is reproduced below:

Does calendar advertising pay? The one thing to which the eyes of the average business man are directed each day, far more frequently, perhaps, than to any other, is the calendar. The calendar is a very common advertising device; it is the most obvious advertising device you can name, almost; yet since my own interest was aroused in it, I have looked in four standard books on advertising for information regarding its technique or its value, and have looked in vain, for nothing, apparently, has been written about calendars, although there is plenty about theatre curtains, sport programs, directories, diaries, watch-charms, celluloid novelties and other miscellaneous mediums. No discussion on calendar advertising has ever, so far as I know, found a place in any advertising convention.

My own interest, as a matter of fact, was accidentally aroused. It was at a club lunch, and a fellow member, an artist, happened casually to remark that he had several good designs on hand which he thought might interest calendar makers. He added: "Not that I care for illustrated calendars myself. The designs are either so rotten that I wouldn't insult my studio by hanging them up, or else they are so good that I want to cut off all advertising matter and frame them—which must surely be the reverse of what the advertiser wanted."

Is It Profitable?

"Is a calendar profitable advertising, anyway?" asked someone. And there you have the whole matter.

Thousands of business houses in, I suppose, practically every country in the world, distribute calendars as advertising matter. They include some of the largest institutions, as well as some of the smallest. Banks, insurance offices, trust companies, railways, printers, manufacturers of all kinds—these you find represented in the calendars that adorn the office, just as you find the corner grocery and the livery feed stable represented in the calendars that adorn the kitchen. The calendars themselves range from the huge mural tablets, as firm and as solid-looking as the house itself, put out by the financial institution, down through the natty brass desk pads, monthly blotters, and other novelties, to the cheap process picture, syndicated by the big calendar manufacturers with the local imprint, that comes from the neighborhood butcher. The price ranges correspondingly. Millions of calendars must be distributed gratis every year in this country alone, all as an advertisement or a form of service. Thousands of small firms advertise by calendar who use no other form of advertising. And does it pay?

Calendar advertising is a form of poster advertising—and the latter pays. Calendar advertising is also a form of directory advertising—and that, too, pays. The lack of any discussion in any technical work on the former might lead one to the conclusion that calendar advertising is poor advertising. The calendar has a selling message. Does it get it over? Can anyone recall any time that he has ever been influenced, consciously or unconsciously,

into buying any commodity or service because it has been tied up with what he looks at so often?

I have tried out that acid test on myself without success. In my room, as I write this, there hangs a handsome calendar issued by a large bank, well printed, noble in size. I consult it as often as anyone. But without looking at it now I couldn't for the life of me tell you what bank it is except that it isn't the one where I trade, and that its calendar has never induced me to transfer my modest account to it. So I tried the test on a few casual acquaintances.

"I get rafts of free calendars sent me at the beginning of the year," said one business man, "and after the receipt of the first one, which is good enough for me, whatever it is, the rest go into the waste basket. I believe the office boys rescue them and take them home."

"Last year," said another, "I received a very beautiful calendar from a large printing firm. It really was beautiful, and had certain unusual features as to size and so on. This year I actually waited until I got this firm's calendar before I hung any up; but I am inclined to think that it was the very unusualness of it that I remembered, and not the donor, because I am very unlikely to place business in that direction until I get a better argument why I should."

Difficult to Trace Results

Another large buyer of printing remembered the same calendar. "It is," he said, "no doubt very useful in introducing that firm's name to those unfamiliar with it. Buying printing, however, is largely a matter of getting good firms in tow who give good service and know your peculiarities. I distribute business to about twelve firms, and haven't changed much in five years; but only four of these firms get out calendars."

"We issue a calendar every year," said a trans-Atlantic shipping man, "and it seems to be very popular. People come in and ask for it. It is very difficult to trace direct results, but all our advertising is slow in maturing, for we are selling an expensive article not in everyday use."

"The selling argument in nearly all the calendars I ever get," said an advertising man, "is sloppy. It wants to be written by a professional advertising man, and combined with the thought-motive of the calendar."

"About Christmas and New Year's," said a purchasing agent, "I get a flood of calendars, mostly good. They come usually under personal mail, and are worth keeping. At any other time of the year I would feel rather pleased to be thus remembered, something like having an invitation out to lunch; but coming, as they do, in bunches, the individual impression is lost."

"We use calendars in limited quantities, and of high grade," said a big lumber manufacturer, "but we have never been able to trace any business to them."

"Where most calendars fail," said another advertising man, "is in the fact that the advertising matter is kept too separate from the monthly tabular matter. The latter usually has no connection with the design, and the type used in the advertising message is frequently too small to be seen at the same distance that the tables can be seen. The tables are generally set in type large enough to be seen across a big room. Probably setting less days

Continued on page 65

Milwaukee Employers Insure Workers

A NOVEL and unique employes' insurance plan, under which every person employed by firms which are members of the Employing Printers' Association of Milwaukee will automatically be covered by life and health and accident insurance, with special privileges and benefits not heretofore granted in similar insurance, will be put into effect immediately by twenty-seven printing firms in Milwaukee.

Approximately 800 employes will be benefited by the plan, it was announced, and it is expected that, when additional printing firms accept this insurance, the number of employes affected will be doubled.

The unique feature of the plan is that employes may personally take up the payment on the premiums if they desire to leave the service of the firms in the association and that, when they desire to change from one printing firm to another, provided both have accepted the insurance plan, employes are given credit for the services given the former employer, the insurance being based upon length of service.

The insurance is graduated, the policies ranging in age from 18 to 23 years; the policies are from \$500 to \$1,000. Persons over 23 years old are given policies ranging from \$1,000 to \$2,000, there being an increase of \$100 in the policy for each year of continuous service up to the tenth year.

In the event of total disability, from any cause, the amount of life insurance accrued becomes payable, and if such disability results from an accident in line of duty, such as is covered by the workmen's compensation law,

the insurance benefits are in addition to the compensation provided by law.

In case any employe covered by this insurance is laid off or is discharged, or leaves the employ of any firm voluntarily, his or her insurance is carried for a period of ninety days by the association, providing the employe reports to the association and is willing to accept employment with another firm in the association.

Under the sick benefits, the employe earning not more than \$22.50 a week is given a weekly benefit of \$10 for twenty-six weeks. Persons receiving more than \$22.50 and less than \$30.00 are given \$15.00 a week for a similar period, while those earning more than \$30.00 a week are given a \$20.00 benefit for twenty-six weeks or during the period of illness.

The services of a visiting nurse are also provided for the insured member under the policies.

The policies are by the Metropolitan Life Insurance Co.

The firms which have adopted this insurance for their employes are the Meisenheimer Printing Co., Trade Press Publishing Co., Meyer-Rotier Printing Co., E. P. Hoyer Co., Meuser Printing Co., Frank R. Wilke Co., Morehouse Publishing Co., Columbian Art Works, Sells Printing Co., Weber Printing Co., Servewell Printing Co., Milwaukee Printing Co., L. Breithaupt Printing Co., Greene Printing Co., Zahn Typesetting Co., Fowle Printing Co., Wetzel Brothers Printing Co., M. Kronenberger & Co., American Printing Co., Burdick-Allen-Dietas Co., The Cramer-Krasselt Co., S. E. Tate Printing Co., Moebius Printing Co., Phoenix Products Co., Crandall & Thielke Co., E. C. Kropp Co. and the Cannon Printing Co.

No. 3 of a Series of Photographs Showing the Executive Offices of Prominent Master Printers Throughout the World.



It is at this desk that Martin C. Rotier (seated) directs the destiny of the Meyer-Rotier Printing Company of Milwaukee.

"Say What You Please, Pat"

That Printing Office Towel

Hurrah! The day is saved. Charles W. Schaefer, secretary of the Trenton (N. J.) Typothetae comes through with a new poem on the Printing Office Towel. This is the first we have had for several months. Who has any more? Send them in. We intend publishing an anthology when we get enough. Here is the one from Friend Schaefer's facile pen:

Did you ever hear the story
How the Bunkville *Morning Glory*
(The only paper published in the town)
Almost missed a week's edition
Just because of the condition
That there wasn't any printing ink around?

High and low they looked and rooted,
All around the town they scooted,
Not a drop of printing ink was to be had;
There was worry on the faces
Of the workmen at their places,
For it looked as though the paper was in bad.

Then the little printers' devil,
Who had kept his head most level,
Pondered for a while upon the awful state;
"Something must be done, and quickly—
Time is short," he added thickly,
"Our paper must be off the press by eight!"

Then the devil gave a howl,
Grabbed the good old office towel,
And behind the printing press he took a
place;
O'er the type he rubbed that dinky
Piece of cloth, so nice and inky—
And saved the *Morning Glory* from disgrace!

Got His Worth

Chief Big Talk was an Indian preacher on an Oneida reservation. He was asked by an inquisitive tourist what he did for a living.

"Me preachem," answered Big Talk.

"So?" remarked the tourist. "What do they pay you for preaching?"

"Ten dollars a year."

"Hm-m," commented the tourist, "that's damn poor wages."

Chief Big Talk shrugged his shoulders, gathered his blanket about him and said, as he moved away:

"Me damn poor preacher."

Every time we hear some low-life squawking about the paucity of orders and the little profit in his printing business we think of Chief Big Talk.

Would the Gift Fit Her?

A circular just arrived:

"Buy Gifts for Xmas Here."

We were wondering what to give Aunt Mary for Christmas. Guess we'll look at a "gift."

Ben Franklin Ballads

By BARCUS

III

SING A SONG OF SIX POINT

Sing a song of six point,
A pocket full of rye,
Four and twenty pages
Jumbled into pi.

When the pi was noticed
The boss began to swear,
And that is why the make-up man
Was forced to take the air!

The Office Towel's Revenge

By BARCUS

The man who brings clean towels each
week

Marched through the office door,
His face was clean, his hair was sleek,
Clean were the towels he bore.

He hung them on the towel rack
Above the office sink,
But e're he took the soiled towels back,
He paused to take a drink.

And as he stood and gurgled there
He heard a sad voice say,
"Beware, O clean young man! Beware!
The fondest hopes decay!

"And you, like me, may find yourself,
Before so many years,
Old and forgotten on a shelf,
Bathed in your senile tears!"

The young man paused and looked around,
But saw no chick nor child,
Then heard again a mournful sound,
These words in accents wild,

"O, clean young man! O, gay young man!
See, I am black as ink!
For years ago my life began
Above the office sink.

"For years I hung or stood about,
Well loved until you came,
And then the big boss threw me out
So you could play your game!

"Beware, young fellow, though my grief
Has well nigh broke my heart,
To kill you would be great relief—"
This made the young man start.

He stood transfixed in awful fear,
Then quickly crossed himself,
For there the towel of yesteryear
Stood leering on a shelf.

The black towel paused a moment there;
The young man cried in dread;
The black towel leaped down through the
air,
And split the young man's head!

Lazy Ben

(Franklin by nature was indolent.—Biography by John T. Morse.)

Ben Franklin was an editor, philosopher,
and sage;
His wisdom, wit, and preachments were the
universal rage.

He snatched the lightning from the clouds,
the scepter from the tyrant.
And always had a kindly word to aid the
young aspirant.

There wasn't anything in which his genius
didn't mix;

He led in school and science and in war
and politics.

He wrote and talked, advised and helped,
and had a heap of fun

In bettering his neighbor's lot—and never
got quite done.

Ben Franklin soothed the Injuns and the
British, and he taught 'em,

But when they got his dander up, by Jupi-
ter, he fought 'em!

He went to France and raised the cash to
set the Yankees free,

And made the whole world rooters for the
Land of Liberty.

His labors for his fellow man encom-
passed every phase,

And he was busy all the time throughout
his mortal days.

For four-and-eighty years the doc for work
was simply crazy—

*I wonder how much he'd have done if he
had not been lazy?*

Guy Lee in the *Chicago Tribune*.

You'll probably be tickled pink to learn that we have bought ourselves a house. We, who have dwelt these many years in the indolent luxury of an apartment, have taken upon ourselves the payment of interest (who *was* the slicker who invented that?), the burdens of a heating plant, sidewalks to clean, lawns to create and keep well tailored, a back yard to make beautiful and the other pleasures of a home owner. The temporary garage is heatless and we fear Max will not start in his usual blithe manner on these cold mornings.

If this page fails to appear, you'll know our heating plant has proved faithless or we are ministering to Max's frostbitten engine.

We thought we had left our landlord in the lurch, but six people tried to rent our apartment the first day it was advertised and the landlord is getting five good dollars more per month than we were paying.

If print shops were as much in demand as apartments. Wow!

P. S.—A Merry Christmas to you!

Pat Kay

Engdahl Bindery

412-420 Orleans St. (Just across the New Franklin-Orleans Bridge) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

Edition Book Binders

Telephone Main 4928

At "The Lithographed Tin Sign"

Where the "Essential Human and Aesthetic Phases" of the Printing Business Have *Not* Been Covered and Lost in a Sheaf of 9-H's

By ROBERT O. BALLOU

THOSE of you who attended the U. T. A. Convention at Toronto had a joke on "Dad." You sat in the audience and roared with glee while Son Harry, in "Dad's" own words, "neatly and delicately took off 'Dad's' hide and hung it on the fence." You even laughed when Son Harry ridiculed the design of your international emblem by saying, "How many of you feel an honest pride in screwing up on the front door of your plant the lithographed tin sign that looks as though it were marking a garage?"

And I laughed, too, because I like immensely both of the men engaged in this family feud, and I like the creeds which both are preaching, even though they seem somewhat opposed at times. And I like the spectacle of a father and son engaged in a battle of expressed ideals.

Where the "Tin Sign" Hangs

Naturally, I was more interested than ever, after the Toronto phase of the battle, to see what the plant marked with the first Typothetae emblem which Harry Gage ever saw, was like. It was the first thing which I saw when I came in sight of the Gage Printing Company, Ltd., of Battle Creek, Michigan. I had often met Mr. Gage in Chicago; I had registered pleasure at the enthusiasm with which his name was greeted in Toronto when his re-election as treasurer of the U. T. A. was announced, but I had never seen him in his workshop before.

And so, for the first time in his office, I shook hands with Fred W. Gage, Gage Printing Co., Ltd.; treasurer, United Typothetae of America; treasurer, The Typolith Co.; treasurer, Johnson Automatic Roller Co., Ltd.; treasurer, Graphic Arts Departmental, Associated Advertising Clubs of the World; secretary-treasurer, Rotary Club of Battle Creek; chairman, Executive Committee, American Photo-Engravers' Association; member Executive Committee, Employing Photo-Engravers' Association; member Cost Committee, American Photo-Engravers' Association; member Cost Committee, International Association of Electrotypers; member National Advertising Commission, Associated Advertising Clubs of the World; secretary C. W. Post Memorial Association; president Board of Trustees, First Congregational Church of Battle Creek; director, Battle Creek Chamber of Commerce; ex-governor, Ninth District, Rotary Clubs; ex-president, Michigan Photo-Engravers' Association, and father of Up-and-at-'em Harry Gage. And then I knew why he was always referred to as "Dad" Gage or "Treasurer" Gage, and never as "Mr." Gage.

The Gage Shrine

"First you must stop at the Shrine," said "Dad." I followed the direction of his gaze, and saw a little corner of the office, distinctly set off from the rest, where the Codes of Ethics of the U. T. A., the Rotary Clubs and the Electrotypers' Associations surrounded a portrait of Theodore Roosevelt. While I was there two plaster busts of Benjamin Franklin, gifts from President J. Linton Engle, were delivered to "Dad," and I immediately surmised that the Rough Rider Teddy would have to move over a bit in order to make room for a shelf on which the sage from Philadelphia might stand.

For in "Dad" Gage's heart are enshrined three great Americans, Benjamin Franklin, Theodore L. DeVine, and Theodore Roosevelt, but of these Poor Richard is a little the greatest.

Now the Shrine has a very definite importance in this story. The first time that the name of Fred W. Gage caused more than passing interest in my mind was long before the battle between father and son began, when one day I heard the father say that he was running an open shop—an honest to Heaven open shop—open to union printers—open to non-union printers.

I had been told by men much older and more experienced than myself that it couldn't be done. And I had said to them:

"No, it can't be done in a shop where profits are the one consideration, but if that sheet of parchment which we call the U. T. A. Code of Ethics means anything, it can be done. Perhaps it takes bigger men than most of us are to do it. Perhaps Harry Gage is right in saying that most of us are too busy putting our affairs on a sound business basis to do it, but I can't ever believe that it can't be done!"

I have seen Codes of Ethics that didn't mean anything, and I have heard much preaching by men whose practices belied their words. I confess that some of these examples were in the back of my head as I looked at the shrine and thought: "Does it mean something perhaps, after all, and is that why 'Dad' Gage can run a true open shop?"

What His Men Say

I was led to the composing room and introduced to George W. Cooper, the superintendent. After "Dad" left us I said to Mr. Cooper:

"I understand that you have as many union as non-union men here. How do you do it?"

Mr. Cooper smiled.

"Ask Dad—he knows," said he. Then, seriously, "Well, 'Dad' Gage is the squarest, whitest man who ever walked the earth. That may explain a part of it."

Later I met George Wells, the assistant superintendent. Mr. Wells was a member of the Typographical Union, in good standing, until shortly after May first of this year. There is another member of the composing room force who is ex-union, the ex being added at the same time that it became a part of Mr. Wells' designation, because when it came to a show-down between the Typographical Union and this fifty-hours-a-week shop these two persons wanted to stay with the Gage Printing Company, Ltd.

"Because," said Mr. Wells, "he's the squarest, whitest man —"

"Wait a minute!" I said, "You're stealing Cooper's thunder!"

"But it's only the truth," said he. "I've held jobs in print shops all over the country up to seven years ago. Since then I've been making up forms in this room. And I want to tell you that Fred Gage is the fairest and most considerate boss I've ever had. They don't make them any better. I believe in organization both for employers and employes, I think the U. T. A. has done a great deal

Continued on page 61

Ben Franklin Monthly

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"It's the Uncertainty That Kills"

THE printing industry will be mighty glad of the time when it will be able to awaken in the morning without the eternal question of wages staring it in the face. The question of whether or not wages are to be reduced has been hanging fire so long in both Chicago and New York that the master printer has had little time to give to anything else. The same is true for the journeymen. A settlement of the question—a settlement that will remain for the period of a year would do more to bring back prosperity to the industry than any other single thing. The feeling of uncertainty has not only made itself felt on employer and employe but on the customer as well. The customer has felt that as long as there was a possibility of a reduction in wages and, consequently, a reduction in the selling price of printing, just so long should he wait before ordering any work except that which is absolutely necessary. He has been afraid, also, that any work contracted for during a period of strife would be uncertain of delivery and workmanship. He has been right.

Now that Chicago printers, both journeymen and masters, have decided to arbitrate those scales which have not already been revised, it is certain that a settlement will come within a short time—and a settlement that is likely to last for a year at least. The same holds true in New York. Let's hope the decision will not be too long in coming. The settlement is what is wanted, whether the arbiters decide the scales are to remain the same or are to be lowered.

Our Change of Policy

THE January, 1922, issue of this magazine will contain actual samples of the papers advertised in it. In order to do this, BEN FRANKLIN MONTHLY is surrendering its Second Class mailing privileges. The publishers believe the added expense will be well worth while because of the increased service the magazine will be able to render both reader and advertiser.

The decision means that hereafter BEN FRANKLIN MONTHLY will be mailed as a third and fourth class publication.

The buyer demands facts these days. BEN FRANKLIN MONTHLY is opening the way for the paper merchant and manufacturer to present these facts. The inserts the

reader finds in this magazine will be the same grade of paper that the merchant or manufacturer is advertising. It can be tested for both strength and printing qualities. It is the 1922 method of advertising paper.

The inability of publishers to carry such inserts in second class publications has long been a point of argument between them and postal authorities.

The only way 'round the difficulty is that which the publishers of this magazine are taking.

They believe it will be worth while and that you will agree with us—after you see the January and February issues.

"Other Side" Interested in American Methods

Editor Ben Franklin Monthly:

I notice from a copy of the October issue of the BEN FRANKLIN MONTHLY that you have just had your U. T. A. meeting in Toronto. I hope you are publishing verbatim reports of the various addresses, in which case I should be specially glad if you will send me a copy, for I am deeply interested in the way you look at things on the other side.

I do not know whether the Direct Mail Advertising Association, who met at Springfield on October 25 to 27, have any verbatim reports of the addresses given at this meeting. If so, I should also be specially glad to have a copy.

I am wondering how the people on the other side deal with interest on investment in your "Statement of Costs," and whether the present inflated value, owing to changed conditions since the war, are taken into consideration, or whether the actual book values (reduced by depreciation) are used as a basis.

Perhaps, however, there is published some booklet giving definite data how each item of cost is arrived at, and allocated departmentally.

You will probably remember that I have been a subscriber to the BEN FRANKLIN MONTHLY since its first issue in 1909, and I still look forward to reading this bright little book each month.

S. A. Penney, Managing Director, Southampton Times, Southampton, England.

Editor's Note—

Mr. Penney will be sent copies of both verbatim reports as soon as published. With reference to his inquiry regarding the method of handling interest on investments, we were able to send him the following information, through the courtesy of E. C. Flinn, chief accountant of the Franklin-Typothetae of Chicago:

"The basis for figuring interest on plant investment is the original cost (investment) of machinery, irrespective of the market or reproductive value of the equipment at the time such interest is figured. This means that a corporation starting in business today would necessarily have a larger amount of interest charged into its costs than a corporation whose equipment was purchased five years ago.

"Professor Cole, of Harvard University, rendered an opinion in regard to this item some time ago. He stated that such calculations should always be on the basis of cost. If a firm desires to figure interest on plant investment on the reproductive value of its equipment a special rate should be obtained so that the difference between the interest on investment at cost and the reproductive value is reflected in the selling prices only and not in the cost. Our method is to use the regular rate on the investment originally made, taking into consideration additions and reductions to and from the plant account."

How We Look at It

IF there is any one type of ornery cuss we delight to have call, it is the salesman who invites us to grieve on how rotten business is everywhere.

"How's business?" says he.

"Good," say we.

"Gee!" says he. "You're lucky. Things are awfully slow over at Um-has-ha's. They only have one cylinder going and there's hardly a comp. at the cases."

"Yeh-h," say we.

"And Da-da-dah-da Company is quoting some low prices trying to get in some work."

"Oh, gosh!" say we.

"They got to do something around this town or we won't have any printing at all," says he.

"That's so," say we.

"Got anything for me?" queries he.

"No," say we.

True enough, we have no staggering volume of business to pass out. What we have we fear to give to this gloom peddler. We don't expect any salesman to come in with a sheaf of orders from our competitors if we happen to be a little slow in our own plant—it may hurt our pride. But we don't want to be told how rotten it is everywhere. It moves us to pinch our pennies tighter and to expect a drop in our present fairly satisfactory volume. It worries us when before we were enthusiastically going after orders.

If a salesman can tell us what someone else is doing to get business (tell us without violating confidences) we are ready to listen. If he can tell us sound facts or proffer constructive suggestions, we'll gladly listen. But there's too much hard work required of us now to spend our time listening to sad news. Lay off!

As One Printer to Another

DO you recall having read or having heard a statement to the effect that the improvements in most industries originate outside of the industry or are forced by pressure from the buyers of the industry's product?

Was it demand from buyers of printing that inspired the invention of machine typesetting and automatic feeders? Or was it the earnest purpose of the inventors to increase the efficiency of the craft?

Are our efforts in printing progress directed toward making it cost less or toward making it better? The writer knows not. He merely pauses to ask.

And, by the way, what have we done for the industry this year? Have we tried to produce anything better? Have we tried to make our customers' printing more efficient or more resultful? Have we encouraged any of our apprentices and workmen toward a better understanding of printing and its possibilities? Have we stood shoulder to shoulder defending and adhering to the principles of the craft? Or have we plugged along with our nose to the grindstone, content if we could produce a satisfactory volume at a nominal profit?

Perhaps it has been a slumping year—perhaps many of us have been happy to have kept our plants moving. But—a better year lies ahead—not far ahead—and it behooves us to counsel with ourselves. An industry, like unto a nation, cannot thrive and prosper without ideals. Ideals, to bear up, must be espoused and promulgated, not by a few, but by *all*.

What Strikes Cost

THERE is a prospect based upon actual returns that the wage loss in 1921 from strikes and lockouts will amount to \$2,358,000,000.



PROSPECT-ING

The rugged prospector is always pushing onward—into new country—seeking and finding valuable ore.

To overcome competition, to discover the gold, business firms are constantly "prospecting"—pushing out to new fields of prospects.

In this "prospecting business" a paper stock of rugged and dependable character is essential. And such character—found in

King Dependable Offset

—will emphasize your message—will impress those whom it is profitable to impress, with the dependability of your proposition.

May we send you samples? The following sizes are carried in stock at the mill

WHITE

25x38— 50, 60, 70, 80, 100, 120 32x44— 89, 104, 119, 148, 178
28x42— 74, 86, 99, 124, 149 38x50—100, 120, 140, 160, 200, 240

KING PAPER COMPANY
KALAMAZOO, MICHIGAN

*Linotyping
Monotyping
Type in Cases
Makeup, Lockup
Leads and Slugs
Quads and Spaces
Rules and Borders
Day and Night
Auto Delivery*

Kilgore Linotyping Co.

531-532-533 Hearst Building

Market and Madison Streets

Chicago

Telephone Franklin 3091

WHAT THE HOUSE ORGANS ARE PLAYING

Things Cheap

"CHEAP" or "fairly decent" printing is like "fairly decent" eggs. Did you ever go into a one-arm feed store and order "fairly decent" eggs? My experience covers about a score of years in boarding houses and includes a long season at Pat Tracy's "Fleeting Shadow" cafe adjoining the White Swan Bar at Mattoon, Illinois, and a brief sojourn at Mother Jenkins' "Early Grave" boarding house in Lafayette, Indiana—and I can't remember of ever ordering any "fairly good" eggs or "cheap" butter. Neither was I ever particularly impressed with the argument that one suit of clothes would cover my nakedness just as well as another. In this latter connection, let me say that at one period of my somewhat checkered career I was out of a job quite frequently (usually through no fault of job dispensers), and every time I hit the trail to put salt on the tail of a precarious position, I shaved, put on the best clothes I had, saw that my cuffs and collar were immaculate—and studied my story. I didn't put up a "cheap" or "fairly decent" appearance. I didn't slop anything through. I didn't ride in the smoker, and when I got to the town in which the job lurked I picked out the best looking cab at the depot curb (there were no taxis then) and rode in it to my engagement, if it took my last jitney. I tried to sell my services on *quality*—and I usually succeeded. Can't you see—can't anybody see, the connection between this proceeding and printed matter? Are you sending out stuff just like the batch of junk you're throwing into the waste basket every morning? And do you expect anybody to read it when you don't give it like even a casual glance? A printer-friend of mine, out in Los Angeles, said a mouthful when he rose to remark: "If you're getting out wastebasket fodder—throw it in your own wastebasket. Save the stamps and don't bother busy people."—Julian Wetzel, in *The Keystone Press*.

"Co-operation Is the Life of Trade"

SOMEONE has been misquoted—they were supposed to have said: "Competition is the life of trade," but the stenographer got the wrong pot-hook in her notes and gave publicity to a statement that originally read: "Competition is the *strife* of trade."

You have witnessed a number of industries getting together and improving first the industry as a whole and then each of the membership individually. The orange and lemon business is no longer a "lemon" industry because by co-operative advertising the valleys have been leveled out and the year-'round demand stimulated.

Various kinds of wood, steel, lath, concrete, inks, magazines—a dozen and one industries have by co-operative advertising followed the advertised slogan "Save the Surface and You Save All," used by one of this number, the paint and varnish industry. For in many cases the surface troubles are all that

count and once competitors sit around the same meeting table and see that they are human beings, not business vultures, the ages-old hatred and prejudice is removed.

It is but natural that with their petty jealousies eliminated, their hatred subdued, these individuals as a concerted body through co-operative movement make greater headway for the industry than the individuals could gain acting alone.—*Direct Reflections*, James F. Newcomb & Co., Inc., New York City.

Has This Ever Happened to You?

RECENTLY we wrote for literature concerning a certain product in which we were interested. It was our purpose to purchase this thing for we were convinced through effective advertising in a magazine that we needed it. It required but little encouragement for us to become a customer of this firm because we had compared the design of its device with that of its competitor, and were of the opinion that it was most suited to our particular needs. So we wrote, and in due time the descriptive literature came along. We immediately changed our mind about the merits of the device and did not become one of this firm's customers. The reason we did not buy may seem insufficient to some; it does not appeal to us in the final analysis as being all-sufficient, but it has made us change our minds, nevertheless. The reason was, poor printing. Now there are some "good goods" advertised by poor printing, and in a great many cases it's the words and illustrations that attract our attention, and perhaps sell the goods, but not always. Printing registers a negative or positive impression on many more minds today than ever before. Good printing attracts favorable attention; bad printing denotes cheapness—unreliability and causes suspicion on the part of those who know the difference. Good printing also makes possible greater profits for both employer and employee as it requires more skill, better organization and more brains to produce it.—*The American Pressman*.

An Efficiency Note

IN the greater number of composing rooms the compositors' stands are arranged in such a way that one end of each stand is close to a wall.

Many hours of time can be gained for the composing room by the simple process of leaving an open space between the end of each stand and the wall, wide enough to allow the compositors to walk through.

Frequently the compositor finds it necessary to procure type or other material from a neighboring alley, and he can thus quickly reach it without wasting footsteps.

This arrangement of stands makes it possible to prevent dust, waste paper, etc., accumulating between the ends of the cabinets and the wall.—Frank Lobart, in *The Printer's Album*, Challenge Machinery Co.



We'll bet it won't take a lot of coaxing to make her say she's his'n.

Courtesy Nat'l Paper Trade Association.

A Change that Benefits Reader and Advertiser

A radical change will be made in the policy of BEN FRANKLIN MONTHLY, starting with the January, 1922, number.

That issue and succeeding ones will be mailed third and fourth class, instead of second class, as heretofore.

This will enable paper advertisers to bind actual samples of their product into the magazine—the one logical way of selling paper.

The reader will benefit through the opportunity to test and compare the various grades of paper advertised in each issue.

The advertiser will benefit because ours is the 1922 method of advertising and selling paper.

Advertisers who have already signed contracts promise some interesting examples of fine printing, both from a color standpoint and typographically.

Watch for the January issue. It will be well worth your while.

Advertisers can obtain advertising rates on application.

Circulation starting with the January Issue

3,000 Copies

Out this week—the eighth edition of the BEN FRANKLIN CHICAGO PAPER DIRECTORY AND PRICE LIST, containing paper prices prevailing in the Chicago market December 1. This issue was due November 15, but changing conditions in the paper market made it advisable to delay publication until after December 1.

Over three thousand items of paper carried by Chicago paper merchants are listed in this issue. If you buy paper in Chicago make sure you get a copy.

BEN FRANKLIN PUBLISHING COMPANY
440 South Dearborn Street CHICAGO, ILLINOIS

*The Superior
Typesetting
Company
specializes in
Monotype
& Linotype
composition
and makeup
for the trade
with service
that cannot
be excelled
Try it and be
convinced*

Composed in Monotype Caslon
No. 337 and Border No. 26a by
Superior Typesetting Company
732 Federal St. Harrison 2755

The Opening Wedge

By George W. Tuttle

"YOUNG man," said the merchant, sternly, "do you know that your figures on this job are five dollars above what I paid Morris and Jones for my last lot of dodgers? Here is one of the dodgers, same size and about the same amount of matter, as you can see for yourself. I had an idea that a new printing office would put in a bid for work instead of putting up high-priced bars against it!"

Thompson's eyes twinkled: "Look here, Mr. Stevens," said he, "why do you have more than one price on goods, all the way from toilet paper and enamelware to ladies' suits? Some difference in quality of goods, is there not? Which grade would you prefer to sell me? You will say: 'The best!' Why? Because that grade of goods advertises your store, because your customers have long memories for quality and durability. This place is full of printers who will turn out a cheap job of work at cut prices. I am making a specialty of superior work; it not only advertises me, but it advertises you as well—people are not blind."

Pausing for breath—not ideas—Thompson continued: "I note six errors in this dodger that you have just handed me. If you give me this job I will pay you two dollars for each error that you discover in your finished dodgers. What would you say to a clerk who made six mistakes in one day in waiting upon one customer—you might suggest a change of store scenery to that clerk! The type used on this job must have been of the vintage of '49. If I do not give you a clearer and better job of printing you can deduct another ten dollars from the bill."

"Talk's cheap, young man," said the tight-fisted proprietor of Steven's Bargain Emporium, "and I don't propose to pay any fancy price for those dodgers," and he picked up his sample dodger and prepared to leave the office.

Thompson's wits worked rapidly. He was a newcomer; his office had been open just three days. He knew the printing business from A to Z. Yes, Thompson had the eye of an artist and the head of a business man, but he was sporty enough to take a chance and he was now sparring for an opening. "Let me ask you one question," said he: "How many people made inquiry of you as to where that last lot of dodgers were printed? For I note that the printer omitted his imprint."

"No one inquired that I can remember," snapped Stevens; "people are too busy to ask foolish questions."

"I will make you a proposition," said Thompson; "you have my lowest figures; I will print those dodgers for you and omit my imprint, simply to demonstrate to you that people have eyes and know a good job of printing when they see one. If no one inquires of you as to where the dodgers were printed, within ten days after their distribution, I will receipt your bill in full."

"Say," said Stevens, "you must like taking long chances; what were you before you became a printer; gambler, stock dealer, or miner? The job is yours." And away went Stevens, chuckling to himself.

"I will make them inquire!" said Thompson to himself, as he worked his gray matter to a finish on the typographical work. Then the presses clattered: "Good job! good job!" Every dodger was as clean and beautiful as a morning in June! The largest room in the world—room for improvement—would have given up the ghost at one look at that finished job!

Out went the dodgers! "Good enough job for what it will cost me," chuckled the merchant, who had about as much of the aesthetic in his makeup as the common horse-

Continued on page 65

Hammer, Hammer, Who Has the Hammer?

By Roland T. Patten

IN OUR younger days we have all played "Button, button, who has the button?" We enjoyed the excitement and mystery of searching after that elusive button from hand to hand but none of us really gets any pleasure out of hunting for a misplaced hammer or screwdriver around a printing office. Perhaps of all the exasperating and vexatious experiences through which we pass the most exasperating is that of hunting for a misplaced implement



when the need is both immediate and imperative. I have hit upon a plan which eliminates that sort of thing entirely. One of the beauties of it is that its cost is very moderate. I discovered it on the farm, not in a printing office. In 1909, after about five years in the printing business as an employe, I took to farming to regain my health. In the process of repairing, rebuilding, orchard planting, etc., I had at times a crew of thirty men. It took a host of shovels, pickaxes, hammers and saws to keep them going. The destruction and loss of these small tools was appalling. It really seemed as if the entire farm was sown with hoes, pickaxes, spades and crowbars to such an extent as to interfere with its cultivation. We all understand that the loss of or damage to an implement is not the important consideration; the want of a shovel when needed and the delay and exasperation while hunting for it are the principal drawbacks.

In my desperation I hit upon a simple plan which worked a complete reform. I set apart a room about 15 feet square in one of the barns and, on its walls, assembled all the small tools of the farm, giving each a numbered location. I then gave each employe a number and, upon pins grouped together in this tool room, I put sets of numbers for each man. The employes were then expected, when one went for a tool, to take one of their tags and put on the pins where the tool was taken off. I never had a bit of trouble and I know the satisfaction

and saving were very great. It enabled me to step into my tool room at any time, tell just what tools were out and who had them. If a tool was not returned at night, the tag was right there to advise me who was responsible for the omission.

I wanted to adopt the same system when I came back into the *Reporter* office in 1913, but hesitated, thinking there would not be the same reason for it as on the farm. Early in the present year, however, my observation taught me that some system was necessary. Tools were not often permanently lost or destroyed but they were often mislaid. About three months ago I put in the tool board which is shown in the illustration, this being in my job pressroom. Another similar one is located in the basement. Thus far I have had no lost or mislaid tool. I do not know that I could recommend this in a one-man shop, although the method of self discipline would be well worth while. I can, however, very strongly recommend it in shops where two or more people are employed.

Printers Move for Long Price List by January 1

THE Long Price List, long advocated by printers of America in connection with their dealings with paper merchants, came in for considerable discussion and was the basis of a resolution and motion at the 35th annual convention of the United Typothetae of America in Toronto last month. The Long Price List formed the subject of addresses by W. V. Parshall, chairman of the U. T. A. committee on that phase of trade relations; E. Lawrence Fell, former president of the U. T. A., and Henry Upton, of the Montreal Typothetae. These addresses led to the following resolution and motion being adopted:

Whereas, the printer is a converter and retailer of paper and other materials entering into the production of printing and, as such, is entitled to the same protection as is accorded to wholesale purchasers in practically all branches of American commerce, and,

Whereas, the Long Price List, as advocated and endorsed by the 35th Annual Convention of the United Typothetae of America, conforms with practices in other industries to bring about proper protection of the retailer by the wholesaler, now, therefore be it

Resolved, that this 35th Annual Convention of the United Typothetae of America, in the firm belief that the universal adoption and use of the Long Price List by the paper merchants of North America will accomplish very definite benefits to the printing industry, hereby directs its members that through their various local organizations they respectfully insist that the Long Price List be adopted in their jurisdictions, January 1, 1922.

Moved, that this 35th Annual Convention of the United Typothetae of America, after consideration of the entire matter, most earnestly and emphatically endorses the universal use of the Long Price List in the merchandising of paper in the printing industry.

Novel Features in This Printers' Building

TO allow for expansion of floor space as its tenants need it, the Century building in Indianapolis makes use of movable metal partitions. Practically all of its tenants are printers. Another feature of interest is that all water, steam and electricity meters are read daily. This aids in checking waste, since it is not necessary to wait until the end of the month before discovering leaks. A card index system is kept of all persons in the building. This is revised every six months. This enables the management to locate persons for mail, telephone or personal matters.

.....

In these dire times of trials and tribulations, no matter which way you go it will not affect us; but we can tell you we sure can handle your Linotype, Monotype and general Makeup for you, because our plant equipment is right up to the minute.

Which Way:

N O R T H
E A S T
S O U T H
W E S T



E. F. HAMM, President
T. E. DONNELLEY, Vice-President



DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

FIFTH FLOOR 536-538 S. DEARBORN STREET

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF, AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, SECRETARY

Advertising Plan for Chicago

Within the next two or three months there will be inaugurated in Chicago one of the largest and most complete campaigns of direct advertising to printing buyers ever attempted by any organization or company. By a resolution adopted at the November 17 meeting of the Franklin-Typothetae, held at the City Club, the local association will co-operate with the American Writing Paper Co. in an advertising campaign which is to cost \$60,000. Part of this expense will be borne by the local organization and the remainder by the American Writing Paper Co.

The plan as presented by Joseph A. Borden, director of service for the American Writing Paper Co., to the 115 members present at the meeting is outlined below from extracts taken from Mr. Borden's address:

The purpose of the campaign is three-fold. First, to show the printer the opportunity whereby he may build his own business to sound and substantial proportions and at the same time become a dominant factor in building the business of his customer. Second, to point out to 600,000 printing buyers of the country how they can build their businesses and, third, to actually teach the printer how to become a successful creator of printed salesmanship.

The campaign will consist of three units or types of booklets, each of which is to accomplish one object. The first set of twelve booklets, entitled "Building a Printing Business" and called the Printer Booklets, will be distributed to printers and salesmen. These booklets will show graphically how the printer can adopt the best methods of selling printing.

The second series of booklets, twelve in number, will be called Consumer Booklets, and will be distributed to buyers of printing. The third series, comprising twenty-four booklets will be called the "Outline Course of Printed Salesmanship."

The last named series of lessons will constitute a complete course on the whole subject of printed and written salesmanship and how to sell it—a course that each one will want to keep and preserve as a perma-

nent and invaluable part of his business library. The big thought is that before the buyer of printing and the printer, as well as the local organization, can intelligently plan advertising, all must become of one mind. The printers' definition of advertising and the purpose of advertising must be identical with the opinion and idea of advertising which the buyer has.

These lessons will teach the printers how to sell customers and the customers' salesmen on the need and value of printed advertising.

In all, it is planned to send 250,000 mailing pieces to printing buyers in Cook county and 50,000 mailing pieces to printers in the same territory, the cost, as stated above, to approximate \$60,000.

In addition to Chicago, several other cities will conduct a similar local campaign. They are Pittsburgh, Columbus, Dayton, Springfield, Cincinnati, Minneapolis and St. Paul.

Many Attend Classes

The Franklin-Typothetae of Chicago reports 55 students in its estimating class and 20 in its salesmanship class. The first four lessons in estimating, dealing largely with cost finding, were conducted by E. C. Flinn, chief accountant, after which Edward Galloway, of R. R. Donnelley & Sons Co., took charge of the class. The course in salesmanship is being taught by Noble T. Praigg, advertising director of the U. T. A. Members of both classes are manifesting more interest than has ever before been shown, giving promise of one of the best years, educationally, that the local organization has had for some time.

"Ladies' Night" in March

The annual ladies' night of the Franklin-Typothetae will be held either the second or third Saturday in March, dependent upon arrangements with the Drake hotel, where the banquet and dance will be held. This event is usually scheduled for February, but it was thought this date would bring the event too close to the banquet of the Old Time Printers' Association, which is to be held in January.

Attend the December Meeting!

The December meeting of the Franklin-Typothetae promises some surprises for those who attend. It has been designated as "The Greatest Sporting Event of the Year," and is to be held Thursday night, December 15, at the City Club. During the dinner the motion picture, "The Romance of Paper," will be shown, enabling members to see the picture without loss of time. This will be done by means of subdued lighting. After the dinner and presentation of the pictures comes the "Sporting Event," details of which are being kept dark, for, as one member of the committee has stated, "We do not want Crowe or Fitzmorris to get wind of it." Other than that it will have something to do with the present lottery craze sweeping the city, no details can be announced.

Paper Agreement Works

Because of the present agreement between Chicago paper merchants and Chicago printers, whereby no direct sales of paper are to be made to customers of the printer, it is not likely that any move will be made for the inauguration of the Long Price List in this city January 1, although other cities, following the Toronto resolution of the U. T. A., are planning for such installation. The present agreement is working most satisfactorily, according to reports, and for this reason no change is contemplated at the present time. William Eastman, of the Blakely Printing Co., is chairman of the Trade Matters Committee of the Franklin-Typothetae, in whose hands the plans for co-operation between paper merchants and printers now lie.

Groups to Conduct Meetings

In line with the recent resolve of the Franklin-Typothetae, monthly meetings of the association as a whole will be conducted by the groups. Each group will have charge of one meeting, starting with the one to be held January 19, when the West Side Group will have charge. Because of the nearness to Ben Franklin's birthday, it is probable that this meeting will be in commemoration of that event.

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers

GLUING, GUMMING—Labels of all kinds

STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

DIE CUTTING—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPPLING—ROLLER EMBOSING

UNITED STATES AT LARGE

Since the announcement two months ago of the reorganization of the Peninsular Press, Detroit, the results have forced an expansion both in plant facilities and personnel.

On November first the company moved from 2827 West Fort street to the ground floor at 455-57 Fort street West, corner of Fort and First and has installed additional presses and equipment.

Of particular interest to the printing fraternity is the announcement that John C. Hussey, who for the past five years has been manager of the printing division of the Burroughs Adding Machine Co. of Detroit, has resigned to join the Peninsular Press.

Mr. Hussey has been identified with Detroit printing institutions for the past fifteen years. He was head compositor of The Roycrofters in East Aurora at the time Elbert Hubbard was coining words and creating distinctive printing. The standard of work produced in the shops he has supervised has earned for "Jack" Hussey the reputation of a master printer. Mr. Hussey is a director of the Printing House Craftsmen's Club of Detroit.

The officers of the Peninsular Press are Edward R. Grace, president; Edward R. Legg, vice-president; Howard B. Lee, secretary and treasurer.

The firm of Cady & Wentz, Inc., has been incorporated in Detroit to print, multigraph, publish, distribute, sell and deal in advertising matter of all kinds; signs, displays, novelties, periodicals; general printing, publishing and advertising business. The incorporators are: E. E. Wentz, 394 Marquette building; Guy B. Cady, William E. Essery, Detroit.

George E. Hungerford of Shubert, Neb., has purchased the Shubert *Citizen* printing plant of its owner, Mrs. B. L. Dalby and is now in charge. He was at one time in charge of this paper, but later started the Shubert *Enterprise* and will consolidate the two papers, which will be independent politically.

R. K. Winans, formerly assistant advertising manager of the Gilbert A. Barker Manufacturing Co., Springfield, Mass., has joined the sales and service organization of the J. H. Bordeaux Co., Springfield printing concern.

The printers of the Eleventh District, embracing the states of Minnesota, North Dakota and South Dakota, held a convention at St. Paul, November 4 and 5, and perfected an Eleventh District Typothetae Federation. There were fifty delegates present from Minneapolis, Duluth, St. Paul, Fargo, Sioux Falls and other points.

M. I. Stewart of Stewart-Taylor Co., Duluth, who is the new executive committee-man from the Eleventh District, was elected president, succeeding W. A. Repke.

The principal speaker and invited guest was F. R. Wilke of Milwaukee, a director of the Milwaukee Typothetae, who talked on "Co-operation and Organization." Friday evening the delegates attended a theatre party and Saturday afternoon they saw the football game between Minnesota and Iowa.

A conference of Trade Compositors is to be held in New York City on Thursday, January 26. The conference will pay first consideration to the Standard Cost-Finding System and its application to the Trade Composition business. A similar conference held last January brought forty Trade Compositors from outside of New York to that city. Attendance this year is expected to exceed that of last year. A strong general program will be presented, to back up the "cost" features.

The Advertising Typographers' Division of the U. T. A. is assembling a permanent exhibit of specimens of their work. The very successful exhibit shown at Toronto revealed the advantage of displaying examples of the typographers' art. It is planned to show the permanent exhibit at conventions and expositions, with the hope of stimulating interest in, and creating a greater demand for, good typography.

The Tampa (Fla.) Linotype Composing Co. has installed a modern job printing plant in connection with its trade composition plant. The name of the concern has been changed to the Hillsboro Printing Co. Frank Hill is manager.

The Cumberland Press, Inc., has been organized in New York by W. P. Lillicrapp and H. P. Grannum, both of whom have been with William Edwin Rudge, Inc., and M. C. Griffin.

Hew Trill, formerly with the advertising service department of the Gazette Printing Co., Montreal, is now in charge of the service department of the Federated Press of that city.

The Times Publishing Co. has been incorporated in Detroit to do a general printing, publishing, bookmaking and newspaper business; to acquire necessary property, deal in merchandise, acquire and hold patents, trademarks, copyrights; to deal in securities, take over Detroit *Daily Times*, subject to liens. The incorporators are: Arthur Brisbane, Hempstead, L. I., N. Y.; Henry M. Butzel, 101 Edison avenue, Detroit; Edgar D. Shaw, New York; \$10,000 and 5,000 shares of non par, valued at \$60 a share.

With the idea of establishing in Florida a chain of job and commercial printing shops the Lloyd Printing Co. last month opened for business in Tampa, Fla. Forest R. Lloyd is field manager for the concern. The company now has shops located in Jacksonville, Miami and Orlando, in addition to Tampa.

Articles of incorporation of the Twin City Printing & Publishing Co., Minneapolis, capital stock \$50,000, were filed with the secretary of state last month. One of the objects of the corporation is the publication of the *Minneapolis Chronicle*, a weekly paper.

The Winder Printing Co. has been incorporated in Detroit to do a general printing, publishing and bookmaking business, by John P., Daniel C. and Pearl Moore, and Marion C. Winder, 1464 Vinewood avenue, for \$1,000.

Ray B. McCorkle last month purchased the Caldwell printing plant at Amarillo, Texas, where he will conduct a general job printing business. The name of the company has been changed to the Amarillo Printing Co.

American Type Founders Co. has issued its annual report for the year ended August 31, 1921, showing net profits of \$829,616. After payment of \$339,242 in dividends there was added to surplus \$490,374.

Sinclair & Valentine Co., 611 West 129th street, New York City, ink manufacturers, will add a three-story plant addition to cost \$100,000. Work will start at once.

Charles Fowler, job printer of Nebraska City, Neb., last month traded his plant for a half interest in the Auburn, Neb., *Republican*.

Rockford, Ill., has organized the Rockford Advertising Club with Spencer Bissell, of the C. V. Weise Co., as president.



RADIUM BOND

(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

Control of the Falls City Tin Tag and Lithographing Co., Inc., Louisville, Ky., has been acquired by the Standard Printing Co. of that city, and the lithographing company will be operated for the time being at its present location as a subsidiary of the printing concern, it was announced last month.

D. B. G. Rose, president of the Standard Printing Co., plans to let the contract shortly for a four-story addition to his plant. When it is completed it is understood that the lithographing company will be housed in the addition.

H. C. Yunker, president; A. H. German, treasurer, and Edward Gottschalk, treasurer, will continue in charge of the Falls City company until the new arrangement.

Taking over of the lithographing plant is a step in the expansion policy of the Standard Printing Co., which is designed to make the establishment one of the most complete in the country. It recently established a machine shop and now is housing a school for apprentice printers, established by the Louisville Printers' Association.

Application was made in the surrogate's court of the Bronx, New York, November 26, for letters of administration on the estate of Charles Zallud, said to be the inventor of the color printing press process, who died November 14.

The applicant, Mrs. M. Elterman of the Bronx, a niece, said that Zallud died virtually without funds. Besides his personal belongings he had but \$40 in his pocket at the time of his death and two small insurance policies, one for \$300 in the Prudential Company, and a \$100 benefit fund of the Robert Hoe Printing Press Co., by whom he was employed for forty years.

Proctor & Collier Co., Cincinnati, has added Eugene Rogers, Charles Keiser, Louis Braverman and P. J. Sodergren to its staff. Mr. Rogers was formerly with Critchfield & Co., and Erwin, Wasey & Co., Chicago. Mr. Kaiser was recently with Amsden Studios, Cleveland, and at one time art director of the Lees Co., Cleveland. Mr. Braverman was formerly with the Caslon Press, and Mr. Sodergren was recently with the Mitchell-Faust Advertising Co., Chicago.

The Michigan state administrative board last month authorized the purchase of print shop equipment as the first unit of the vocational educational system to be installed in the state industrial school for boys at Kalamazoo. The machinery and material will cost about \$5,000.

With a battery of ten linotype machines, web and platen presses, stereotyping department, hand composition department, class rooms, and all of the adjuncts of a fully equipped printing and publishing establishment, the Northwest School of Printing, Inc., has opened at Spokane, Wash. It is backed by a company composed of the following Spokane employing printers: James A. McKee, McKee Printing Co.; George Ross, printing firm of Peterson & Ross; Walter N. Burns, Shaw-Borden Co.; Harry Hughes, National Printing Co., and Max Tonn. Mr. Tonn, with many years' experience as mechanical superintendent, heads the instruction class.

The school is stated to have the endorsement of a large percentage of the printing interests of the Pacific Northwest. Its location was picked with a view to serve to the best advantage the four Northwest states and British Columbia.

It will closely follow the curriculum and course of study originated by the Macon (Ga.) School of Printing.

"In the same manner that the officers' training schools during the world war dispensed with frills and unessentials, and developed officers who could lead men and fight after a few months in a training camp," said Mr. Tonn, "we will train linotype operators to the point where they can give satisfaction and earn good salaries in thirteen weeks. We will do this by the elimination of all frills and practices not pertaining directly to mastery of the trade. It will take longer to train printers than machine operators, but we will train them in considerably less than half the time required under the old apprenticeship system."

Officials of the United States Printing and Lithographing Co. have announced from Cincinnati that hereafter the company's plants will be run on the open shop basis. Reports that the company contemplated an agreement with the Cincinnati Pressmen and Pressmen's Assistants' Union were denied by company officials, who stated that competent pressmen applying for positions would be employed at regular wages.

The executive committee of the National Editorial Association, at a meeting in Chicago last month, selected Missoula, Mont., and Salt Lake City as the places for holding the 1922 annual convention next July. The two cities were selected from twenty-seven contenders for the editors' meeting. The exact dates have not been decided upon.

The amendment to the customs tariff passed by the last session of the Canadian Parliament becomes effective January 1, 1922. Under this new regulation all goods imported into Canada must be marked, printed, stamped or labeled in legible English or French so as to indicate the country of origin.

According to a recent judicial decision: "All goods that do not comply with these requirements shall be subject to an additional duty of 10 per cent ad valorem and shall not be released from customs until the country of origin shall have been stamped on them under the supervision of a customs official at the expense of the importer."

A modern printing plant has been installed in the University of Nebraska and an organization is now being perfected for the purpose of giving instruction in all the branches of the printer's trade. The full course will extend over a period of two years. This course will include cost accounting, estimating, etc. Ole Buck of Harvard, Neb., executive secretary and field man of the Nebraska Press Association, is in charge of the school for the present.

A paper commodity division may be inaugurated in the Bureau of Foreign and Domestic Commerce at Washington.

A number of paper executives have been interviewed by officials of the Department of Commerce, but none of them seem willing to go to Washington at this time to take charge of a specific section.

While the plan has not been entirely worked out, the paper expert will be placed under the so-called specialties division of the bureau instead of organizing a separate paper division.

The School for Printers' Apprentices of New York has elected Raymond Mooney president; T. Callahan, first vice-president; Charles Bowerman, second vice-president; Harry Brodie, recording secretary, and John Boylan, financial secretary. The school is operated on a co-operative plan, supported by Typographical Union No. 6, Employing Printers' Association and the Hudson Guild. There are approximately 600 students.

The New York Employing Printers' Association will celebrate the birthday of Benjamin Franklin on January 15, 1922, with a dinner at the Hotel Astor. The celebration will be a fitting observance of "Poor Richard's" birthday.

Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York

WISCONSIN

A venture which will interest the friends of W. H. Bridgman, one of Wisconsin's oldest newspaper men; F. A. R. Van Meter, also a widely known Wisconsin newspaper editor; Robert G. Lee, former assistant director of the U. T. A. Department of Education, and J. Walter Strong, U. T. A. district secretary for Wisconsin, is the purchase by these men of the *Wisconsin Daily Press* at Chippewa Falls, Wisconsin.

This daily, in a town of 10,000, has been renamed the *Chippewa Daily Gazette* and a new corporation formed with a capital of \$50,000 to conduct the newspaper and a general commercial printing business. The name of the corporation is the Chippewa Valley Press, Inc. The officers are W. H. Bridgman, president and editor; F. A. R. Van Meter, vice-president and associate editor; Robert G. Lee, treasurer and general manager, and J. Walter Strong, secretary and advertising manager.

Mr. Bridgman, who is also owner and editor of the *Stanley Republican*, is an ex-president of the Wisconsin Press Association and has been connected also for several years with the University of Wisconsin Extension Division. Recently, on the twenty-fifth anniversary of the *Stanley Republican*, the people of Stanley tendered Mr. Bridgman a banquet and took his newspaper out of his hands for one issue and filled it with a glowing tribute to its editor.

Mr. Van Meter is owner and editor of *The News* and *Republican Voice* at New Richmond, and is also an ex-president of the Wisconsin Press Association. He is a staunch U. T. A. member and is an active worker in all the movements to improve conditions in the publishing and printing business.

Mr. Lee is known to Typothetae members in the United States and Canada through his work in the department of education of the United Typothetae of America. Before joining the U. T. A. staff he was identified

in various ways with the daily press of Milwaukee and Green Bay, Wisconsin, and Houghton, Michigan. For twelve years he was owner and editor of the *Tomahawk (Wis.) Leader*. For four years he was connected with the University of Wisconsin Extension Division in charge of its service to printers and publishers. In addition to being a newspaper man, Mr. Lee is also a printer by trade.

Mr. Strong is a former part owner and editor of the *Elkhorn (Wis.) Independent*, and has been for the last year U. T. A. District Secretary for Wisconsin, promoting the Wisconsin Plan. He is a former secretary of the Wisconsin Weekly League.

Several Milwaukee printing and Linotyping concerns and paper firms were threatened with a fire loss recently when fire attacked one of the most historic old buildings, the home of the old *Evening Wisconsin*, at Milwaukee and Michigan streets. The fire originated early in the morning in the storeroom on the fifth floor, but was extinguished by prompt work of the fire department. The building was once the home of Peck's *Sun*, which gained a nationwide reputation and circulation. Present occupants include the Excelsior Publishing Co., Hess Linotyping Co., Lawrence Printing Co., Badger Electrotyping Co., Wright Directory Co., and Graham Paper Co. The Wisconsin Printing Co., owner, occupies a considerable part of the structure.

Wisconsin weekly and semi-weekly newspapers have been requested to provide data on a questionnaire sent out by the University of Wisconsin department of journalism, which is gathering statistics pertaining to the publishing of weeklies. Questions relate to advertising, circulation, equipment and news gathering, and specific information will be regarded as confidential. The summary of facts will be available to publishers.

The Lambert Printing Co. suffered a serious loss recently when fire completely destroyed the Gill building on Second and Oak streets, Wisconsin Rapids, Wis. Several other firms were also involved in the

loss. The Lambert Co. is acquiring new equipment and will re-establish its business in a new location.

According to an announcement from Eau Claire, Wis., the local printers' union has disbanded and surrendered its charter. The action is said to have resulted from the demand of the International Typographical Union for an assessment on the wages of union printers to support striking printers throughout the country. The *Leader* and the *Telegram*, local dailies, are now operating open shops.

The *Wausau Daily Tribune*, a new Wisconsin daily, has made its appearance at Wausau, published as an afternoon paper and "emphatically independent" in politics. George W. Lippert is president of the board of directors. A. A. Trojahn, formerly editor of a weekly at Medford, Wis., is editor, and E. O. Schug, business manager.

Currie J. Bell, aged 71, for thirty years editor of the *Bayfield County Press* and pioneer newspaper editor and publisher of Northern Wisconsin, died at his home in Bayfield, November 13. The management of the publishing business had been in the hands of his son, Donald C. Bell, in recent years.

Milwaukee may be the choice of the National Editorial Association for the place of its 1922 annual convention, according to Frank Cleveland, convention secretary of the Milwaukee Association of Commerce. Mr. Cleveland has exchanged correspondence with R. E. Hotaling, St. Paul, secretary of the Editorial association, on this matter.

R. E. and R. S. Howe, of the E. L. Howe Printing Co., Ripon, Wis., publishers of the *Ripon Press*, have taken over the *Waupun Democrat* and the printing plant operated in connection from Mrs. Adelaide King. The new owners will continue both publishing firms.

The Sheboygan Office Supply & Printing Co. has acquired the interests of Walter

NUZUM ELECTROTYPE COMPANY

FORMERLY LAUDON-NUZUM

**ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES**

340-346 JEFFERSON STREET

MILWAUKEE, WIS.

PHONE BROADWAY 1279

**MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES**

WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.

Freise and Carl Heinecke in the Freise-Heinecke Printing Co., at Sheboygan, Wis., and have consolidated the business with the first named firm.

The *Catholic Herald* Publishing Co., Milwaukee, has incorporated with \$25,000 and will publish a weekly or daily Catholic newspaper. The incorporators include John G. Pallange, well known local newspaperman; Julia C. Deegan, and Rev. Joseph F. Barbian, all of Milwaukee.

T. A. Cummings, former editor of the *Randolph Advance*, has purchased the job printing office of Joseph Briscoe at Baraboo, Wis. Mr. Cummings was formerly a resident of Baraboo, and Mr. Briscoe was at one time connected with the *Baraboo Republic*.

Rod. H. Markus, formerly connected with the *Leader*, at Medford, Wis., has purchased an interest in the Colby *Phonograph* which will be continued under his management. Mr. Markus gained his first experience in the printing trade when his father published the *Medford Waldbote*.

The Broadhead *Independent-Register*, published at Broadhead by Messrs. Steele and Schempp, has just celebrated its sixty-second anniversary. The editors received many well-deserved compliments from fellow publishers.

Incorporation articles have been filed by the West Allis Printing Co., 5425 National avenue, West Allis, which has \$10,000 capital. The interested parties are Stewart E. Hicks and Frank Wilson of West Allis, and Thomas W. McLain, Milwaukee.

The Rusk County *Journal*, Ladysmith, Wis., has purchased a seven-column, quarto, two revolution Huber press with an Omaha folder attachment. In addition, several fonts of new type for advertising and job printing have been purchased.

The Gugler Lithographing Co., Milwaukee, has taken out a building permit for the erection of a new printing plant at Broadway and Knapp street. It will be one story, 66 by 104 feet, costing \$40,000.

Asa Foster Smith, editor and publisher in the Middle West, died at Mt. Sinai hospital, Milwaukee, after several months' illness. He was born in Kenosha, Wis., in 1846. Burial took place at Minneapolis.

Robert McMurchie, for several years a well known printer in Neenah, Wis., has announced that he intends to establish a job printing plant at Stevens Point, Wis.

The *Journal*, a weekly at Stratford, Wis., has been purchased by Frank Otto, for several months employed by the *Marshfield Herald* as printer.

The Downing *Herald* and the *Emerald Review* have been combined. The printing plant is now located at Elmwood, Wis., where the paper will be printed and all job work handled.

The Fine Writing & Correspondence Paper Co., a South Dakota corporation, has filed articles to do business in Wisconsin. The state agent is Allan B. Bauer at Amery, Wis., where a plant is contemplated.

John Julien, vice-president of B. Loewenbach & Sons, Milwaukee printing firm, died at his home in that city at the age of 61 years.

The De Forest, Wis., *Times* has been sold by A. F. Johnson to Leonard Ihland. Mr. Johnson has left De Forest and will locate at Byron, Ill.

GRAND RAPIDS

The McCormick-Armstrong advertising Agency, which was launched two years ago by the owners of the McCormick-Armstrong Press, has developed rapidly and has taken a leading place among agencies in the state. Both A. G. McCormick, president of the printing company, and C. H. Armstrong, its secretary, are interested in the agency, as is also R. T. Atchison, vice-president and head of the art department. Paul I. Wellman is acting as manager. One of the big contracts placed this summer was an appropriation of \$25,000 by the Bridgeport Machine Co., of Augusta, Kansas, for advertising not only in the United States but also in many foreign countries, including Roumania, France, England, Germany, India, and in Mexico. It is handling the campaign of the Friends University to raise an endowment of \$500,000. The Western Iron & Foundry Co., which advertises extensively in oil publications, and many smaller accounts. The Kansas Gas & Electric Co., which covers the larger part of the state, uses the agency in a consulting capacity.

The Grand Rapids, Mich., Advertising Club within ten days will launch a prosperity publicity program fostered by John B. Hutchins and intended to educate the public mind in that city to the fact that prosperity is at hand.

Business depression, it is contended by the ad men, now is merely a state of mind and it requires only the proper public attitude to insure an early resumption of normal business conditions.

Members of the club will donate all advertising matter and will write editorials and full page advertisements for newspapers. Motion picture slides, billboards, trade paper ads, window show cards, letters, postcards and every other available means of reaching the public will be utilized to carry prosperity propaganda. The campaign will continue for months.

The committee appointed to prepare the facts to be published consists of John B. Hutchins, chairman; Stanley Foran, Ben H. Dean, George R. Cullen, John Scott and Allan G. Miller.

The Mid-West Bindery is preparing to expand practically double its present size. Since it was started a year ago it has confined most of its attention to ruling for the trade. Now it will put in machinery to do all sorts of trade bindery work, including a sewing machine, wire stitcher and power punch and a power cutter. Additional room is being provided in the Grit building to take care of the expansion. This building is becoming a graphic arts building, with its own extensive printing plant on the ground floor, the bindery, Typothetae offices and the MacVey Advertising Agency on the second and the new Richey-Knowlton Engraving Co. on the third.

Word has been received of the death in Philadelphia of Rev. Henry S. Clubb. He was a pioneer publisher in Grand Haven, Mich., having established the *Grand Haven Clarion*, the first newspaper in the middle fifties. He was a member of the first local council and was a state senator from Ottawa county. Among his friends were Horace Greeley, Charles Dana and John Brown, the abolitionist. He was 95 years old. He was a leader of the Vegetarian Society of America.

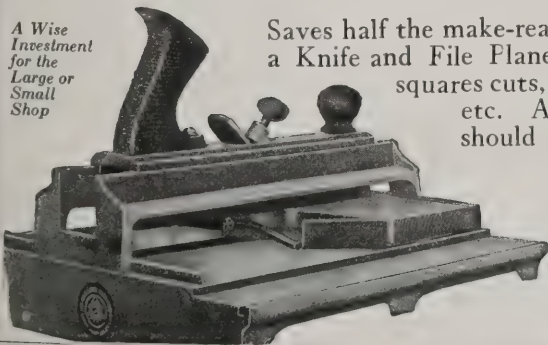
The printing department of the Beckwith Furnace Co. at Dowagiac, Mich., suffered loss from fire last month due to spontaneous combustion. An automatic sprinkler system saved the entire building, but a great quantity of printing in process was ruined.

Ionia county, Mich., is to have another weekly newspaper, the *Ionia County News*. Fred D. Keister, formerly editor of the *Newamo News* and the *Elsie Sun*, will be the editor.

A. A. Van Hoven has established a printing plant at Zeeland, Mich., and will specialize in printing for poultry breeders.

The HOERNER COMBINATION SHUTE-BOARD AND TYPE-HIGH MACHINE

A Wise Investment for the Large or Small Shop



Saves half the make-ready time on all forms containing mounted plates. Has both a Knife and File Plane, and not only makes mounted plates type-high, but also squares cuts, miters rules, trims leads and slugs, bevels patent block plates, etc. All mounted plates sent to pressroom or electrotype foundry should be made perfectly square and type-high—it pays.

Ask for full information and price—NOW

The Challenge Machinery Co.

Main Office and Factory, GRAND HAVEN, MICH.
CHICAGO, 124 S. Wells St. NEW YORK, Printing Crafts Bldg.

CHICAGO

H. F. Harrington, director of the Joseph Medill School of Journalism, Northwestern University, has the following to say with regard to Chicago's standing as a trade journal center, and, consequently, as a printing center:

"Chicago is rapidly becoming the greatest trade journal center in America. Located in the very heart of the great Middle West, with its far-reaching influence throughout this territory, its communications by way of the Great Lakes and the network of railroads with their terminals here, Chicago has become a metropolis throbbing with the life of commerce. Publication of trade papers always follows industry; these sales promoters now number 215 in Chicago.

"Besides business publications, there are several magazines published in Chicago designed to popularize science, invention, and industry. A dozen fiction magazines print Chicago as a place of postoffice entry."

The tenants who have occupied the six-story building at 512-22 Sherman street, east front, between Van Buren and Harrison streets, have purchased the building for \$155,000, subject to an incumbrance of \$60,000. The title was taken by Victor R. Grandpre, as trustee, for the following tenants: R. J. Jefferson Printing Co., Keefe, Coles & Co., Hammeignies & Howell and Blomgren Bros., electrotypers. The sellers are Edgecomb Lee Jones and Helen S. Jones of Washington, D. C., heirs of the late J. M. W. Jones, pioneer printer of Chicago. He erected the building and occupied it for many years with his printing business. The building has been renamed and will be known as the Sherman building.

Resolutions thanking the *Chicago Tribune* for its defense of the freedom of the public press in the \$10,000,000 libel suit of the city of Chicago were adopted at the recent meeting of the Old Time Printers' Association.

The association has invited President Harding to address it at the celebration of Franklin's anniversary January 14.

O. W. Goess, who recently resigned as assistant sales and advertising manager of Montgomery Ward & Co., has become director of the advertisers' service bureau of the Max Lau Colortype Co., Chicago. He will have charge of promotional work in connection with advertising and sales ideas for clients.

C. A. Slaton, who purchased the plant of R. J. Markwith & Co., at 1018 East Fifty-fifth street, is operating under the name of Paragon Press.

Chicago Incorporations for November, 1921

Estey & Co., 1014 S. Michigan avenue. Capital, 200 shares no par value. Advertising business. Incorporators: Charles L. Estey, Hugo Law and A. B. Law.

LaSalle Street Journal, Inc., room 888, 208 S. LaSalle street. Capital, \$20,000. Publication and circulation of newspaper. Incorporators: John B. Adams, Robert M. Adams and Elbridge B. Pierce.

Farmers' Advertising Bureau, Inc., 608 S. Dearborn street. Capital, \$10,000 and 500 shares, no par value. General advertising business. Incorporators: J. Kantner Elliott, J. Fay Philbin and Arthur Bigelow.

German-American Publishing Co., 25 W. Illinois street. Capital, \$150,000. Publishing and printing business. Incorporators: Paul H. Williams, Alva N. Krom, Samuel J. Weisman, Frederick W. Beach and Sydney S. Spillman.

Wallner and Dean, Inc., 10 S. Wabash avenue. Capital, \$15,000. Manufacture and deal in jewelry; printing, engraving, lithographing and manufacturing business. Incorporators: Frank J. Janda, Joseph C. Wallner, Clyde T. Dean.

Auto Blue Books, Inc., 910 S. Michigan avenue. Capital, \$250,000; publish and deal in books, periodicals. Incorporators: A. C. Flynn, Paul C. Lamoreaux and Joseph J. White.

Sales Letter Corp., 35 S. Dearborn street. Capital, \$5,000; advertising, printing, stationery business. Incorporators: F. B. Stone, N. M. Stone and H. V. Braun.

Changes

James T. Igoe Company, Chicago; increased capital stock from \$10,000 to \$14,000.

Wm. H. Pool Printing and Binding Co., Chicago; changed name to Wm. H. Pool Co.

Y. V. Haley Co. changed name to Edward L. Seman Co.

C. G. Howell, formerly connected with the J. I. Case Plow Works, the Addressograph Co. and the Chicago office of Van Patten, Inc., advertising agency, has become advertising manager of the American Colortype Co., Chicago.

The field department of the Franklin Typothetae of Chicago has purchased a Ford automobile for the use of its members in covering the outlying districts of the city.

R. W. Schindler, formerly with the New York and Chicago offices of the American Lithographing Co., has joined the sales staff of Stubbs & Co., Detroit, offset lithographers.

Charles D. Connell has resigned as Chicago representative of the Ludlow Typograph Co., and is now associated with Ed. J. Nickerson, publication printer, 542 South Dearborn street.

The Midway Press has moved to 501 Plymouth place, where they will greatly augment their already complete equipment.

The Chicago Club of Printing House Craftsmen celebrated Past President's night November 15 when the annual turkey raffle and dinner was held at the City Club. Frank Dermody, recently elected president, presided for the first time. The evening was given over to entertainment provided by members of the printing fraternity. Miss Ruth McCann, at the piano, and Miss Christie McCann, violinist; Wallace Tate, tenor, and Miss Dorothy Bowen, soprano, provided music for the occasion. Others on the program were Walter Anderson, novelty artist, and Mary M. Parker, reader and monologist.

The following Chicago printers, paper merchants and engraving companies exhibited at the Direct Mail Exhibit at the Hotel Morrison in November:

Marion S. Burnett, Gaw-O'Hara Envelope Co., Walton & Spencer, Buckley, Dement & Co., Chicago Typesetting Co., Kier Letter Co., Chicago Paper Co., Seaman Paper Co., Heco Envelope Co., George F. McKiernan & Co., Robers & Co., Barnes-Crosby Co., Paper Mills Co., Campbell Co., American Colortype Co., Landfield Kupfer Co., Arkin Advertising Service, Jahn & Ollier Co., Blomgren Bros., Pontiac Engraving and Electrotpe Co., McGrath Engraving Co.

Parker, Thomas and Tucker Paper Co., one of the most progressive wholesale dealers of printers' paper in the city, now at Franklin street and Lomax place, have leased substantially half of the eight-story Janeway & Carpenter building at 520-26 South Canal street, for six and one-half years at a term rental approximately \$100,000. The company will move to its enlarged quarters within the month.

Monday evening, November 21, was a big date with the North, Northwest and West Side groups of the Franklin Typothetae, these groups combining in a banquet at the Seville Hotel, 4144 Sheridan road.

Ex-Governor Edward F. Dunne, E. F. Hamm, president of Franklin Typothetae; Walter J. Raymer, president Fullerton State Bank, and Captain Olin M. Caward, prominent orator, were the speakers.

The Printers' Supplymen's Club of Chicago met at the Morrison Hotel, December 2, at which time members were entertained with opera direct from the Auditorium. This was done by means of wireless telephony demonstrated by R. H. G. Mathews, president of the Chicago Radio Laboratories. Ladies were present at the meeting.

The Rand-McNally Co., Chicago printers, won first prize for the most attractive booth during the convention of the Women's Advertising Club, held in the Hotel La Salle last month.

R. W. Schultz, of the headquarters staff of the Chicago Association of Commerce, resigned last month to enter the direct advertising department of the Gerlach-Barklow Co., Joliet, Ill.

ECONOMY PRODUCTS\$

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

MARGACH AUTOMATIC METAL FEEDERS

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

The 35th annual banquet and ball of the Old-Time Printers' Association, commemorating the birthday anniversary of Benjamin Franklin, will be held at the Hotel LaSalle, Saturday evening, January 14.

President William J. Hack entertained the directors of the association at luncheon at the Hamilton Club a few days ago, and Prosper D. Fenn was appointed general chairman of arrangements for the forthcoming banquet.

An invitation was extended President Harding, through Senator Medill McCormick, one of the directors of the Old-Time Printers' Association, to make the principal address, but the President is making no engagements which will take him out of Washington during either January or February, so Mr. McCormick wired the committee.

William Sleepack has been asked to preside as toastmaster, and the speakers' committee hopes for his acceptance. The invocation will be offered by Rev. Father Columbus Boyle, son of Treasurer Daniel Boyle, of the Franklin-Typothetae of Chicago. Rev. Father Boyle is assistant pastor of Our Lady of Grace parish, Ridgeway avenue near Fullerton.

The price of tickets has been fixed at \$7.50 per couple, \$4.00 for single tickets.

One of the famous Grant orchestras, under the personal direction of Mrs. Harlo R. Grant, will furnish both the concert and dance music.

Other directors are Nels Johnson, William C. Hollister, John C. Harding, William Sleepack, and Arthur T. Morey. William Mill is secretary-treasurer, a post he has held for more than a third of a century.

Arrangements to accommodate 1,000 members and guests are being perfected.

Hour costs in Chicago, as shown by last-minute statistics, are as follows:

Hand Composition costs \$3.60 per chargeable hour.

Job Presswork costs \$1.71 per chargeable hour.

Cylinder Presswork, 25x38, costs \$3.33 per chargeable hour.

Cylinder Presswork, 38x50, costs \$3.60 per chargeable hour.

Cylinder Presswork, over 50 inches, costs \$5.83 per chargeable hour.

Cutting costs \$2.83 per chargeable hour.

Bindery Handwork, girls, costs \$1.57 per chargeable hour.

These figures include Stock Handling, Shipping and Selling Expense.

T. E. Donnelley, head of R. R. Donnelley and Sons Co., has been appointed chairman of a citizens' committee to enforce the Landis wage awards in the Chicago building trades. The committee is actively co-operating in stimulating building in this city. Construction work has been dormant for some time because of the refusal of the building trade unions to work for the wage scale set by Judge Landis.

Completion of the removal of the Smith-McCarthy Typesetting Co., from 508 South Dearborn street to 637-41 South Dearborn street, December 1, places that company in a position where its greatly increased facilities enable it to still better serve its customers. The company occupies the entire second floor of the new building erected during the last few months just north of the M. A. Donahue building. The company has total floor space of 5430 square feet as against 3,200 square feet occupied at the old address. All departments are located on one floor, with ample light, a modern ventilating system and all facilities required in a modern composition plant.

The Smith-McCarthy company is now operating an Open shop, following the dispute over the "Struck Work" clause in the proposed contract between union employers and the unions. E. J. McCarthy, president of the company, in a recent statement declared the move was made as a matter of self preservation and that no personal element entered into the decision to make the change. As Mr. McCarthy eloquently phrased it: "We ain't mad at nobody."

The company has experienced no difficulty in obtaining help and is operating almost to capacity. This same condition holds true in the other four trade shops which went "Open" at the same time as the Smith-McCarthy Typesetting Co.

At a recent meeting of the Executive Council of the U. T. A., President Engle appointed W. V. Parshall of Detroit, Mich., as chairman of the Long Price List Committee with authority to select the members thereof. Mr. Parshall has selected the personnel of the committee as follows: Wm. V. Parshall, chairman, Detroit, Mich.; J. Linton Engle, Philadelphia, Pa.; J. Clark Acton, Toronto, Ont.; Fred W. Gage, Battle Creek, Mich.; G. Frederick Kalkhoff, New York City, N. Y.; F. S. Crane, Topeka, Kansas; William Pfaff, New Orleans, La.; Julius S. Weil, Philadelphia, Pa.; Ed. F. Hamm, Chicago, Ill.; E. J. McCarthy, Chicago, Ill.

A snappy little four-page publication called "The End Table" introduces an organization by the same name to the limelight. "The End Table" is composed of men in the trade who eat at one of the South Dearborn street restaurants. Issued twice a month, the paper is filled with personal anecdotes proving the "liveness" of those who make up this group.

C. S. Woodfield, former secretary of the Franklin-Typothetae, and later in charge of welfare and employment at Poole Bros., one of Chicago's largest printing plants, has purchased an interest in the Garner Printing Co., 106 North Wells street.

E. R. Wright, former president of Typographical Union No. 16, has joined the sales force of the Mathews Typesetting Co.

UNITED STATES AT LARGE

The Employers' Mutual Insurance and Service Co., of Baltimore, Md., was declared insolvent by Judge Stump in Circuit Court No. 2 of that city, on November 9. The following receivers were appointed the same day: James W. Bothwell, De Vinne Press, New York; C. Stanley Hurlburt, M. B. Laubach Co., Philadelphia; William J. Michel, Tarrant Foundry Co., Chicago; William E. Thomsen, Thomsen-Ellis Co., Baltimore, and Arthur M. Ziegk, State Insurance Department, Baltimore.

The trustees gave out a statement November 12, a part of which follows:

"The receivers contemplate a speedy liquidation of the affairs of the corporation and will promptly send to all policy holders and creditors a form of proof-of-claim, which must be refilled with the court, and arrangements will be made for a prompt audit thereof. The trustees, appointed by so large a percentage of the policy holders, will continue to hold the agreement constituting them as such, and will take up with the signatories thereto the question of the reorganization of the company as soon as the results of the liquidation are apparent."

The Diem & Wing Paper Co., Cincinnati, Ohio, last month sent some valuable suggestions to its customers. These had to do with the sale of holiday printing, and contained a number of ideas that can be sold buyers of printing, especially those catering to the Christmas trade. A copy of these suggestions can be had by writing the Diem & Wing Co.

The business index for October in Wichita, Kan., shows 77 per cent as compared with September, 1920. However, hand composition registers 90 per cent and machine composition 91 per cent. The greatest falling off is in the cylinder press and bindery departments. Business generally is showing improvement.

The newly elected Lord Mayor of London, Sir John James Baddeley, is a master printer, being senior partner in the London firm of Baddeley Bros., die sinkers, press makers, engravers, relief stampers, wholesale manufacturing stationers and lithographers.

The Cincinnati, Ohio, Franklin Typothetae will move January 1 to larger quarters in the Lincoln Inn Court building, on Main street near Fifth.

The Westerville, O., *Public Opinion* has taken a new and larger office building, having outgrown its former headquarters.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

UNITED STATES AT LARGE

As the result of efforts put forth in Wichita, Kansas, by the Ben Franklin Typothetae to provide educational facilities for the employes of printing plants, a foremanship group has been organized to work in conjunction with the high school vocational director. The plan of the foremanship conference was approved by the Typothetae and a preliminary meeting of the men brought out fifteen with a prospect of a group of twenty. A leader will be selected from the men and he will be given intensive instruction with other leaders in other groups by A. A. Knapp, employment manager of the Coleman Lamp Co., who with Mr. Badger, director of vocational guidance in the local schools, spent a month at the industrial research conference in Minnesota last summer, conducted by the federal government.

Interest is also being taken by local employers in an apprenticeship course in which their apprentices will receive part time instruction in the high school and work in the shop half days. Not enough have been secured yet to make up a full class so as to employ a teacher, but the boys already enrolled are being taken care of in the school by the director of the school shop. An evening class will be started during the coming month to provide for advance training of workmen who have not had the opportunity for such training in the past, but who are good average workmen.

Sixteen thousand visitors attended the Graphic Arts Exhibition of the Capital District Club of Printing House Craftsmen, November 18 and 19, at the State Education building, Albany, N. Y. Sixty-eight exhibits of printing and bookbinding were shown. One of these exhibits included the miniature paper making machine of the American Writing Paper Co., which was in operation. The public schools were closed one afternoon to permit the children to view the exhibit.

William S. Rossiter, president of the Rumford Press of Concord, N. H., has accepted the appointment by Secretary Hoover as regional director for that state, in connection with President Harding's conference on employment.

The total amount of money spent for advertising in all its forms during 1920 is estimated at \$1,334,000,000. This was divided as follows:

Newspapers	\$600,000,000
Direct Advertising	350,000,000
Magazines	150,000,000
Business Papers	70,000,000
Electric and Painted Signs....	30,000,000
Novelties, Calendars, etc.....	30,000,000
Farm Papers and Periodicals..	27,000,000
Sampling Work	24,000,000
Window and Store Displays....	20,000,000
Bill Posting	12,000,000
Street Car Advertising.....	11,000,000
Programs	5,000,000
Motion Pictures	5,000,000

The Journal Publishing Co., which includes a trade Linotype plant, has moved to its new brick and concrete building on South Emporia avenue, Wichita, Kan., where it will have double the space for expansion along publication lines. Linotypes and presses were moved without taking them down, a duplex newspaper press and two big job cylinders being raised on skids and moved out through the side of the building on rollers. All the work was done between Saturday noon and Monday morning, the plant being in operation as usual on Monday.

Arrangements are being made by Executive Secretary J. S. Hubbard of the Typothetae of Wichita, Kan., for the showing of the film "The Romance of Paper," together with "The Sick Print Shop," the first week in December. Besides all printers of the city, the members of the Advertising Club and Board of Commerce will be invited. It will be shown in the auditorium of the high school, giving an opportunity to all printing students to see the film.

The Employing Bookbinders of America elected the following officers at their annual convention held in Toronto in October:

President, Raymond E. Baylis, New York; first vice-president, Henry P. Conkey, Hammond, Ind.; vice-presidents, John C. Burkhardt, Detroit; Charles T. Baker, Boston, and Daniel B. Shepp, Philadelphia; treasurer, Louis Satenstein, Brooklyn, N. Y.; secretary, T. H. Morrison, Chicago.

The Weldon *Record* printing office, Clinton, Ill., will be moved from the brick building it has occupied for years into the rear rooms of the Colescott Hotel building, recently vacated.

CLEVELAND

The greatness of Cleveland as a manufacturing, commercial and business city is told in "Cleveland 1921," a supplement of several thousand pages to the annual directory published by the Cleveland Directory Co.

It will be sent to all American ambassadors and consuls and to every chamber of commerce and board of trade in this country. It marks an innovation in advertising a city on a worldwide scale.

Information is arranged chronologically, from the cabin built on the Cuyahoga by fur traders in 1786, the first survey of the city in 1796 to the 125th anniversary in 1921. The coal, lumber, automobile, steel and iron industries are dealt with in their relation to the commercial growth of the city. Under the head, "Tell the World That," all the high spots in the city's life in art, science, literature and industry are recounted.

The Cleveland Advertising Club last month conducted an exhibition of lithographic reproductions of Metropolitan Art Museum and Chicago Art Institute paintings at the Hotel Statler, Cleveland. Frank Merrill Seamans, manager of the U. S. Printing & Lithographing Co., Chicago, was in charge of the showing.

The Willoughby *Republican* has purchased property and made plans for a new and modern publishing plant. Ethel D. Bryant is editor and B. Bryant business manager.

The *Fremont Courier* Publishing Co., Fremont, O., has been incorporated with \$10,000 capital, C. H. Baumann being the principal incorporator.

The printing plant of the Cumberland, O., *Echo* has been moved to Zanesville. W. G. Nichols, editor, maintains an office at Cumberland.

The Toledo Printers' Machinery Co. has increased its Ohio capitalization from \$10,000 to \$50,000.

The Toledo Engraving Co., Toledo, has been incorporated with \$10,000 capital, by Robert Newbegin and Milo J. Warner.

The Gardner Printing Co., of Cleveland, has increased its capitalization under Ohio laws from \$150,000 to \$200,000.

MARINE BOND

(WATERMARKED)

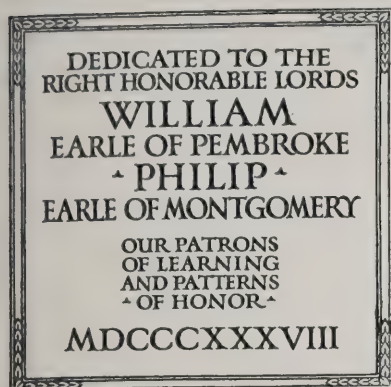
has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22 x 34, 24 x 38 and 28 x 34.

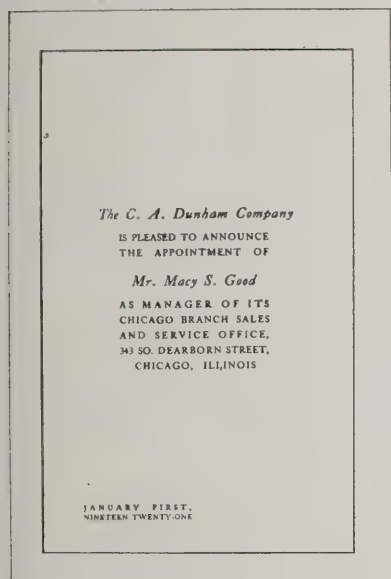
SWIGART PAPER CO., 653-707 S. WELLS STREET
PHONE HARRISON 1155

When and Where to Use Caps

Continued from page 38



On announcements the restrained and simplified use of all capitals imparts an atmosphere of formal dignity.



Headings of a Titular Nature

Headings that partake of a titular nature may be set in all capitals. They are sufficiently brief to endure the formality of such setting.

Capitals to Effect a Style

The use of names or titles in text may be effectively set in large and small capitals. Equally fitting is such practice in setting the author's name under the title or at the conclusion of the article or story.

Typography, to be successful, must be easily read. That oft repeated statement condemns the all cap line!

At the "Tin Lithographed Sign"

Continued from page 45

of good, and I think the Typographical Union has done a great deal of good, too. But I believe first of all in the square deal. Fred Gage gives everybody one, and in this instance—well, I became automatically discharged from the Union and there's a fine of \$100 standing on the books of our local chapter against me."

I went out of my way to try to get someone to say something against "Dad" Gage. But it couldn't be done. In the bindery of the Gage Printing Company works the president of the local Bookbinders' Union. The engraving department is almost all union. And the whole plant is working fifty hours a week, union man beside non-union man, and not a one of these men has anything but good things to say of his employer.

And here are "Dad" Gage's own words, telling indirectly how it is done. He spoke them at a meeting of the Educational Round Table at Toronto, and perhaps thought that they would never get any further than the official minutes of the meeting. But they are worth framing and hanging in his shrine. They should be there, for they are his thoughts and the principles on which he is running an open shop.

"Anything I say tonight will be an expression of my own individual ideas and opinions, which you will please disassociate from my official connection with the United Typothetae of America. I am not speaking for the parent body nor for any of its divisions, but just for "Dad" Gage himself.

"I do firmly believe that if the employers of this country generally had thought back far enough to assume a different attitude toward their employes, this tremendous little chunk of Hell that the last three or four months have brought to the industry would never have been apparent.

"We can theorize; we can resolve; we can have all sorts of high ideals; but when it gets right down to brass tacks, it is how I, and you, and you, and you, treat our work people that is going to decide this thing. If I were asked to preach a sermon on this subject I would find my text in the Golden Rule."

Continued on page 68

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

CHAS. H. COLLINS

Representing

American Assembling Machine Co., Inc.
Berry Machine Company
George Sague
Ward & McLean

501 Plymouth Court
Phone Wabash 5190
Chicago, Illinois

Selling

Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)

Rowe Straight Line Trimmer
(25,000 1/4" books trimmed per hour)

Berry Round Hole Cutter

Berry Pneumatic Bindery Tools

Berry Semi-Automatic Feed for Board

Climax Roller Washing Machine

(Wash up cost 2c per press)

American Looping Machine

(Punching & Looping with twine—One operation)

With Our Advertisers

Kelly Sales Large

The following companies and individuals have purchased Kelly presses within the last few months:

Advertisers Publishing Co., Honolulu; United States Printing Co., Brooklyn; Bloomfield Press, New York City; W. M. Allen, Red Bluff, Calif.; Smith Printing House, Vineland, N. J.; Liberty Printing Co., St. Louis; Pearlstone Printing Co., St. Louis; Continental Press, Indianapolis; Hartford Fire Insurance Co., Hartford, Conn.; Amusement Publishing Co., Atlantic City; Alpha Ptg. Co., New York City; Kaplan & Lapan, New York City; Legal Printing Company, New York City; American Stationery Co., Peru, Ind. (two); Dana T. Bennett, New York City (two); Batnes Press, New York City; Clover Printing Company, Newark; Globe Printing Co., New York City; Earle & Boyle, Albany, N. Y.; J. T. Steel, Little Falls, N. J.; Hensicks Printing Co., New York City; Butler Printing Co., New York City; Bert Rose Printing Co., Los Angeles; Gantary Bros. Printing Co., Huntington, W. Va.; H. W. Crittenden, New Brunswick, N. J.; Tobias Ptg. Co., New York City; Stanford University, Palo Alto, Calif.; J. G. Cubage, Eldorado, Ark.; Excelsior Ptg. Co., North Adams, Mass.; Tourist News, St. Petersburg, Fla.; C. L. Rider, Cobleskill, N. Y.; J. B. Lyons, Albany, N. Y.; Quartermaster Depot, Jeffersonville, Md.; Leigrist Printery, St. Louis; Pool Bros., Chicago; Keystone Ptg. Co., Aurora, Ill.; Caslon Press, Detroit; West Virginia Industrial School, Grafton, W. Va.; McAuliff & Booth Inc., New York City; Planet Press, New York City; Dugazon Co., Ltd., New Orleans; John Robinson, New Orleans; Bolton Printing Co., Los Angeles; Alfred Plough Press, Memphis, Tenn.; Adams Distributing Co., New York City; University of Kansas, Lawrence, Kans.; La Rue Ptg. Co., Kansas City; Standard Printing Co., Springfield, O.; Pravelaenche Publishing Co., Lubbock, Tex.; Globe Printing Co., San Antonio, Tex.; Standard Printing Co., Alexandria, La.; Simplex Printing Co., Chicago; L. E. Waterman, Newark; C. H. Forsman, New York City; Acme Manifolding Co., New York City; Chrystie Press, New York City; The Tribune, Fairfield, Ia.; Payner Press, New York City; Bodini Press, North Tonawanda, N. Y.; Prudential Insurance Co., Newark; Wittner & Wentz, Jersey City; Coopersmith Calculating Co., New York City (two); Reed Press, Buffalo; James W. Derby, New York City; Barnhart Bros. & Spindler, Chicago; Ozone Press, Ozone Park, L. I., N. Y.

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

Beth Dowell-McCormack

This is Beth Dowell-McCormack, the daughter and pal of G. Ben McCormack, Kelly Press advertising and sales manager. Beth has scores of friends and acquaintances among printers and supply men throughout the United States. The little lady carries her own sunshine with her wherever she goes and gloom just fades



away in her presence. She made her headquarters in the American Type Founders Co. booth at the Direct Mail Advertising Association Convention held recently in Springfield, Mass., and took up her usual place beside the Little Kelly Press, where she received old friends and acquaintances and made more new acquaintances. She thinks the men engaged in printing and printing trades in all branches are the nicest men of all.

Linotype Manager on Business Trip to America

Arthur H. Walker, managing director of Linotype and Machinery, Ltd., of London, England, arrived in New York City recently aboard the *Olympic*.

The organization which Mr. Walker directs is an important branch of the Mergenthaler Linotype Co. The London manager expects to spend several weeks at Linotype headquarters in Brooklyn, familiarizing himself with business conditions in America at this time.

Articles From BEN FRANKLIN MONTHLY Included in Industrial Digest

Readers of this magazine will be glad to know that many of the important articles we publish will be covered by the new semi-weekly, the *Industrial Digest*, which abstracts the informative articles from nearly six hundred leading trade and technical publications. Digests from this magazine will appear under one of the following industrial classifications, and cross-references will be provided for articles related to other industries:

Automotive; Building and Construction; Cement and Concrete; Drugs and Chemicals; Electrical; Fuel, Coal and Power; Glass, Pottery and Jewelry; Machinery and Machine Products; Iron and Steel; Food and Beverages; Brick, Stone and Clay; Leather and Leather Products; Metals and Metal Products; Mining; Oils and Petroleum; Printing and Publishing; Clothing and Garments; Rubber; Sugar and Confectionery; Textiles; Paper and Paper Products; Hardware and Paints; Lumber and Wood Products; Transportation; Packing, Canning and Refrigerating; Amusements and Hotels; Advertising; Financial; Economic; Engineering.

An annual index will be issued, supplying readers with a comprehensive review of the most important articles in our paper as well as articles from each of the other six hundred periodicals.

The new weekly, to be issued by the Periodical Digest Corporation, at 25 West Forty-fifth street, New York City, is designed to save time and trouble for the busy executive and serve as a much needed supplement to the industrial magazines which are the very backbone of our national industrial information.

A Popular Feature

One of the latest additions to the Franklin Printers' Service, issued by the Porte Publishing Co., Salt Lake City, is The Monthly Ad-Vantage. This part of the service consists of well-written seasonable advertisements that can be used in newspapers in the smaller cities and can also be used by commercial printers for advertising programs of all kinds.

This additional service was issued without warning but was very enthusiastically received by the lessees of the Franklin Printing Price List.

So popular has this new part of the service become that Mr. Porte announces that it will be issued semi-monthly beginning with December, instead of monthly, and many additional improvements made.



Can be seen on the job in more than fifty Chicago linotype plants.

Built for long, hard and hot duty.

Applicable to any line or type-casting machine.

Now applied to Linographs by The Linograph Company

THE CHAPMAN THERMOSTAT

L. M. CHAPMAN

630 Woodland Park, Chicago, Ill.

History of Envelopes Interesting

Important among the educational features of the papermaking exposition and paper show, given in New York City on November 29 and the four days following, was the exhibit of the United States Envelope Co., which has the distinction of being the largest envelope-manufacturing concern in the world.

The company placed in operation there its most modern envelope-making machine. The machine has a capacity of six to ten thousand an hour, depending upon the style or size of envelope. With this speedy equipment was shown how the paper is die-cut or shaped before it is put through the folding machines. The entire ensemble portrayed to the visitor interesting phases of envelope making of which the average person has little or no conception.

In contrast with the up-to-date machinery, the concern put on exhibition one of the earliest prototypes of these contrivances which the company has secured and preserves along with numerous other early machines in its historical museum, founded by James Logan, the general manager, at Worcester.

The United States Envelope Co. was organized in 1898 and is composed of fourteen large plants, under various division names, four of which are situated in Worcester, Mass., five in Springfield, Mass., and the others at Holyoke, Mass., Hartford and Rockville, Conn., Waukegan, Ill., San Francisco, Calif., and Indianapolis, Ind.

Envelope-making is comparatively a new industry, yet countless billions of the product have passed from place to place and from person to person since their first adoption in France during the middle of the seventeenth century.

No one can say who invented the envelope, but probably some form of covering for letters may have been known to the Ancients. Records show their use in France in 1653. Though apparently known in England during the eighteenth century, they were not commonly used there, and it was not until bookseller Brewer, of Brighton, began to apply himself to their manufacture that envelopes began to grow popular.

Who was the first to manufacture envelopes in this country, and where, is a question which remains in considerable doubt. Several cities, including New York, Philadelphia, Boston and Louisville, have claimed the distinction, but no authentic proof has yet been established in favor of any. Probably no envelopes were made, in quantities at any rate, in the United States until about 1840.

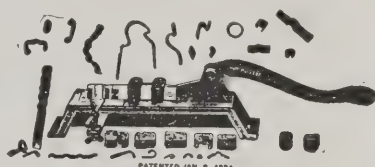
In England and the United States prior to the early forties envelopes were made by hand, but the increasing demand for them prompted the genius of inventors to contrive machinery for their production. The first envelope-folding machine was devised by Edwin Hill, brother of Sir Poland, the "father of the penny post." This machine was improved by De la Rue, patents being issued in London about 1845. As compared with the intricate, electrically driven machine of today the prototype was crude, but it was the pivot by which the attention of a long succession of enterprising inventors was turned. Patent followed patent, and soon envelope-making, instead of being a side issue of small stationers, reached the status of a special and highly specialized industry.

Printer's Album Makes Reappearance

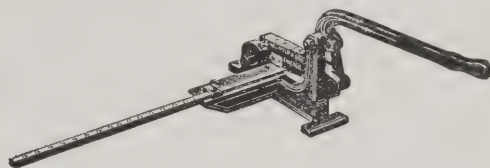
After a lapse of five years The Challenge Machinery Co., of Grand Haven, Mich., has resumed publication of its house organ, *The Printer's Album*. The little magazine is filled with efficiency hints for the printer, one of which is reproduced under the heading of "What the House Organs Are Playing" in this issue. Its size is 8 $\frac{1}{4}$ x5 $\frac{3}{4}$ and it is well laid out and well printed. It is planned to send a copy of this publication to every one of the thirty thousand or more printing plants in the United States and to anyone connected with the graphic arts who will ask for it.

Forty-Two Linotypes Shipped in Recent Week

That a healthy demand for printing continues to assert itself in various parts of the United States is attested to by the fact that the Mergenthaler Linotype Co. shipped in a single week recently, to printers and publishers in many different localities, forty-two Linotypes.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine

2 Pt. Medium

2 Pt. Coarse

2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth	12 Tooth
8 Tooth	18 Tooth
Soft	Hard
2 Pt. at 20	25
3 Pt. at 25	30
	Bright and Hard
	30
	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and
control of printing machinery



ALTERNATING AND DIRECT CURRENT

*Used by the Best
Known Printers*

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK



Composing and Pressroom Equipment

Type Cabinets, Wood or Steel, All Styles.
Imposing Tables, Steel or Wood.
Patent Bases and Register Hooks.
Steel Cabinets on Casters for Patent
Base Equipment.
Hancock Perfecting Lineup Machine.
Mashek Form Trucks.
Gas Burners for Cylinder, Job and
Kelly Presses.
Rouse Paper Lifts.
Iron Furniture.
Steel Interlocking Furniture.
Riebe Quoins, Keys and Guides.
Electric Welded Steel Chases.
Superior Chase Locks for Cylinder
Presses.
Rouse Roller Cooling Fans for Miehle
Presses.

Wesel Diagonal Groove Final Bases
and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job
Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Press-
room.
Shute Planes for Beveling and Un-
dercutting Patent Plates.
Hoerner Combination Shute Board
and Type-high Machine.
The Taylor Registering Projector.

LATHAM AUTOMATIC REGISTERING CO.

CHAS. J. KANERA, Gen. Mgr.

608 S. Dearborn Street, CHICAGO, ILL.

170 5th Avenue, NEW YORK

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging { Hangers
Maps
Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.

PHONE MAIN 621-2503

Barnard & Miller

LAW PRINTERS

172 NORTH LA SALLE STREET

Law Printers for the
Newspaper and small
local printer whose
capacity prevents him
from taking a rush

Abstract and Brief

*Day and Night Work
Phone Us, Franklin 562*

Does Calendar Advertising Pay

Continued from page 42

to the page—say a week to a page instead of a month—would give you room to introduce real advertising in the body of the calendar—but, then, most people seem to prefer to see a whole month at once. It might be possible to put the ad. in the body of the calendar instead of on the cardboard that surrounds it, and surprint the tables.”

“I get a number of calendars,” said friend wife, “from local stores, but all are from stores where I buy already. As they are the handiest they get my business, anyway.” She showed me a co-operative effort lately produced by a number of stores, consisting of a series of panels, each allotted to a different merchant, surrounding the date pad.

Possibly a wider census might show more definite answers. In any case, millions of calendars are probably being planned right now for next year and the year after, and apparently every user of them is not convinced that he gets no results, unless it be that he is loath to abandon a pleasant old custom.

The Opening Wedge

Continued from page 50

fly possesses. Soon a business friend walked in, one of the new dodgers in his hand: “Say, John,” said he, “been sending to Boston for printing? No printer in this burg does work like this! Who did the job?”

Stevens was, in terse business language, “up agin it!” In two days he had thirteen inquiries from business men as to the origin of that artistic dodger. He could stand it no longer. He grumbled something that sounded like: “Give the devil his due,” then he took a square of white cardboard, mounted the dodger on it, and lettered beneath it: “*This dodger was printed by Thompson’s Print Shop,*” and hung it in his window.



Dry Brush Illustration.

Number one of a series of six—

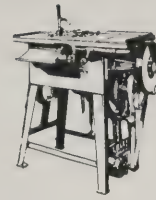
Black and White Technique from the studios of PONTIAC.

LOOKING AHEAD

Months ago Pontiac recognized the value of etching by electricity and without acid in the making of Photo Engravings. Pontiac gave this method its first test—developed it—perfected it. For the past eight months all Pontiac halftones have been etched by this process. Today, it is, without doubt, the surest and best method for the making of “True-to-Copy” Printing Plates. Users of engravings who want to know why the “No-Acid Electrical Etching Process” will give them better halftones, electrotypes and printing, can get real facts from our literature. A post card will bring it.



PONTIAC
ENGRAVING & ELECTROTYPE CO.
727 SO. DEARBORN ST. OPPOSITE POLK ST. DEPOT - CHICAGO, ILL.



The Ludlow is a better system for display composition — know the facts

If you really knew the absolute facts about the Ludlow System for Display Composition, you would want this system in your composing room just as quickly as you could get it in.

If you knew that the Ludlow would give you faster and better display composition—would eliminate costly distribution—do away with all sort hunting—make you ready for any job that might come up—why then of course you, too, would be getting your display composition with the Ludlow System.

We want to show you just what the Ludlow will do for you in your composing room, on your particular class of work. You really owe it to your profit-column to thoroughly investigate the Ludlow System for Display.

The same typographic artistry as with single types, but on slugs and with costly sort-hunting entirely eliminated. Material unlimited

Ludlow Typograph Company

General Office and Factory:

2032 Clybourn Avenue, Chicago

Eastern Office: 606 World Building, New York City

LUDLOW QUALITY SLUGS ABOVE 8 PT.

The manufacturer appreciates your telling him you saw his ad.

The FUCHS & LANG MFG. CO.

Our greater efforts, your advantage

Why not take advantage of our honest efforts to give you the best all 'round black ink on the market. Be convinced.

Rutherford 40 Black Ink

For any press on any paper
40c. per pound in 25 pound lots
Special price on large quantities

THE FUCHS & LANG MFG. CO.

MAKERS OF

Fine Printing and Lithographic Inks
Machinery and Supplies

119 WEST 40th ST. N.Y.
120 WEST ILLINOIS ST. CHICAGO
142 NORTH 4th ST. PHILADELPHIA

Get Your Copy!

We are now equipped to furnish to the printing trade the most complete assortment of dies and punches in Chicago.

Our new sample card shows this wonderful selection—it will be ready this month. There is a copy waiting for you, but owing to the great expense, we are making up only a limited quantity. We would suggest that you get in your request for one of these cards early to avoid disappointment.

HARRIS & WALKER

BOOKBINDERS AND FINISHERS

167 W. Monroe St., Chicago

Phone Franklin 2101

A Mint of Ideas at Your Elbow

Continued from page 37

head Suggestions." Art looked at it interestedly, but without a thought that it might apply to the job in question. But it did. Before he had looked at half the samples he realized that this was the one thing that would snatch the Simplex job away from price competition.

Hurrying back to his desk, he searched through his files for the catalog of the Simplex Machine Works. It was there. Looking it over, he learned that these people made a number of small tools. Like a ray of sunshine on a cold December day an idea came to him. "Why not suggest to these people that they have a four-page letterhead printed up for each of their leading tools, use a different letterhead each month. By the end of the year the people who receive their letters regularly will have received at least twelve special circulars concerning their products."

Art Thomson knew an idea when he saw it. He lost no time in getting it into action. First he sketched up two rough outlines of his idea. Then he started for the Simplex plant.

Luckily for Art, it was the advertising manager and not the purchasing agent who wanted the prices.

"Told you that I had an idea for you," said Art, "and here it is. Now I imagine that you people have a lot of regular customers who buy quite a lot of your products, yet who do not buy your entire line."

"That's very true—too true to be pleasant," admitted the advertising manager. "That's one of our problems—to sell the entire line to all our customers. They buy one item from us, and then turn right around and buy from some one else another tool that we make and sell at as low a price as the other fellow."

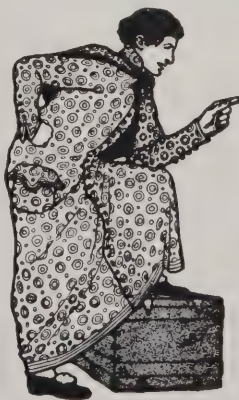
Following this lead, Art said, "Now if all your letters, complaint letters, collection letters, service department letters, and letters soliciting business carried a real advertising message wouldn't it help you realize your ambition to sell the complete line to every customer? Each letter would drive home a set of facts about some certain tool. It would be like the constant dropping of water against stone. What is more, the plan I have insures your advertising matter getting filed. Your correspondence with your customers is sure to be filed. Circulars and inserts may or may not be filed away for future reference, but it is a dead certainty that your correspondence is going to be filed."

"Here, wait a minute—what is this wonderful plan of yours?" asked the advertising man, who was, by this time, getting interested.

We Make Plates

and wish you to know that our electrotypes and nickeltypes receive careful attention in every detail, from the preparation of the metal to the finishing of the plates. Accuracy we deem very essential and fully understand that only by continued good service can we hope to grow.

Our Telephone is Harrison 6062
Schroeder Bros. Company
Electrotypes and Nickeltypes
120-124 W. Polk Street Chicago



"Simplest thing in the world," said Art as he laid the two rough pencil sketches on the table in front of the ad. man.

He explained the idea carefully. He suggested that they use a different letterhead every month. The front sheet of each letter would be the same, but the last three pages would have a different message each month. To make a long story short, Art secured the order for 25,000 letterheads for immediate delivery, and a deferred delivery order for another 25,000. Competition didn't get a look in. Another customer had been cured of the "Give us a bid" habit.

Art Thomson is not the first printing salesman to learn that he has a mint of ideas at his elbow. He is not the first salesman to stumble on a productive plan while browsing through a cabinet of paper samples.

Some of the best orders the writer ever sold originated in a paper sample cabinet. When I sold printing I made it a point to have every piece of paper mill and paper jobber's advertising cross my desk. From this material many an order-getting idea was gathered. True, many of the samples showed printing that was too elaborate to sell my trade, but nevertheless it is always easy to modify the sample so that it will meet the requirement at hand.

Use this gold mine of money making samples. Others are doing it, and find that it pays. The story of Art Thomson is true in every detail—only the names have been changed.

"Four-page letterheads are the easiest things to sell I have ever shown a customer," says a very successful Chicago printing salesman, who has had experience in both large and small towns. "They get results, too. I remember selling a big wholesale clothing house on the four-page letterhead idea. They claimed that it was impossible to get more than 2 to 3 per cent returns from the ordinary letter. I sold them a lot of four-page letterheads. Mailed to the same list, with the same letter, only with added copy printed in type, and well illustrated, the four-page letterheads pulled better than 5 per cent returns."

Get busy today on four-page letterheads. You'll find them good ammunition to use in waking up those dead prospects, and a big help in breaking the spell of price competition.

**HAMMERMILL
BOND**

"The Utility Business Paper"

*SEND for a
set of port-
folios that will
help you sell
more printing.*

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185



Home of the **GLOBE** ENGRAVING & ELECTROTYPE COMPANY

DESIGNING
RETOUCHING
HALFTONES
ZINC ETCHINGS
COLOR PLATES
WAX & WOOD
ENGRAVINGS
LEAD MOULD
NICKEL-STEEL
ELECTROTYPES

701-721 S. DEARBORN ST., CHICAGO

Telephones, HARRISON 5260-5261-5262 All Departments

OPERATING AS USUAL

with the same good service, members of the *Chicago Trade Composition Association* stand ready to do your bidding, whether your plant is a Union or Open Shop.

One thing sure, you can be certain that your Linotype, Monotype and Makeup will reach you on time and as you want it when sent to one of the following plants:

UNION SHOPS

Albert Linotyping Corp. 422 S. Dearborn St.
American Typesetting Corporation.....
.....123 W. Harrison St.
A-to-Z Typesetters.....117 N. Wells St.
Champlin Law Printing Co.....
.....172 W. Washington St.
Empire Typesetting Co.....730 N. Franklin St.
Englewood Typesetting Co.....540 W. 63rd St.
Kerr-Simons Typesetting Co.....732 Sherman St.
M. & L. Typesetting Co.....
.....4001 E. Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Moeller Typesetting Co.....162 W. Austin Ave.
Quality Typo Co.....542 So. Dearborn St.
Standard Typesetting Co.....701 So. LaSalle St.
Superior Typesetting Co.....732 Federal St.
Walden Typesetting Co.....720 So. Dearborn St.

OPEN SHOPS

A. R. Buckingham.....15 So. Market St.
Chicago Typesetting Co.....727 So. Dearborn St.
Kilgore Linotyping Co.....326 W. Madison St.
S-K-H Typesetting Co.....149 W. Ohio St.
Smith-McCarthy Typesetting Co.....
.....637-641 So. Dearborn St.
Trade-Shop Typesetters.....218 So. Clark St.
Woodlawn Typesetting Co.....1221 E. 63rd St.

.....
*They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—
Guarantee enough!*

At the "Tin Lithographed Sign"

Continued from page 61

So much for what is behind the tin sign at the door and the shrine in the office of the Gage Printing Company. There is more in the Code of Ethics than pertains to the treatment of employees. How about the consumer? How about the art of the printed product, which has caused a public controversy between father and son?

I have a friend who is the art critic at Western State Normal School of Kalamazoo, Michigan, twenty-four miles from Battle Creek. I happened to meet her at the Battle Creek station the other day. I casually mentioned a job of printing which I had to place and said that I wanted it to go to a printer who would make of it a beautiful thing typographically. She pointed a finger at the "tin sign" and said:

"Take it right over there, to the Gage Printing Company. Mr. Gage has been doing art work for me for years, and I wouldn't take it anywhere else. It's not only the way he does it, but it's the way he treats you while he's doing it. And he doesn't rob you, either."

So there you are. There is the "tin sign." There is the open shop. And there is the Code of Ethics hanging in the Shrine—a code which means something to "Dad" Gage, who has not been so busy with 9-H's that he has forgotten the more essential human and aesthetic phases of his business.

Struck Work Clause Held Legal

Continued from page 35

In the meantime negotiations are being conducted with Typographical Union No. 16 whereby arbitration will settle the difficulty over wages for the entire union, the objectionable clause to be included in the new contract by agreement between the Franklin Division and No. 16.

The objectionable clause is the same inserted in all contracts made by the Typographical Union, and the Chicago suit was really a test one, Judge Torrison's decision affecting all contracts throughout the country. Chicago Typographical Union No. 16 was not made a party to the suit, the bill being directed against the Franklin Association only.

During the period occupied by the hearing Chicago Typographical Union passed a resolution requiring each Trade Composition plant to hereafter furnish the chairman of the union chapel with a "dupe" of each job completed. The chairman of the chapel will either pass upon the shipment of the various jobs, or will send the "dupes" to union headquarters for "O. K." there. Union officials state that this rule will be rigidly enforced in the future, thus giving the men complete control over the list of customers of each Trade Composition plant.

Printers Appraisal
ESTABLISHED 1905
Agency [*Printing Plants*]
Incorporated [*Exclusively*]
536-38 So. Dearborn St. Chicago

A Record of Twelve Consecutive Years
in One Chicago Plant

Endorsed by the Franklin-Typothetae of Chicago



The Fastest Flat Bed and Platen Presses on the Market

7,500 Impressions Per Hour

THE "New Era" Multi-Process Press is a high speed, flat bed and platen press with an intermittent web feed.

Delivery-slit and cut into sheets or rewind attachments for perforating, punching, tag re-enforcing, eyeleting, numbering, etc.

Once through the press completes the job.

NEW ERA MFG. COMPANY

390 Straight St., Paterson, N. J.



It's to Your Ad-Vantage

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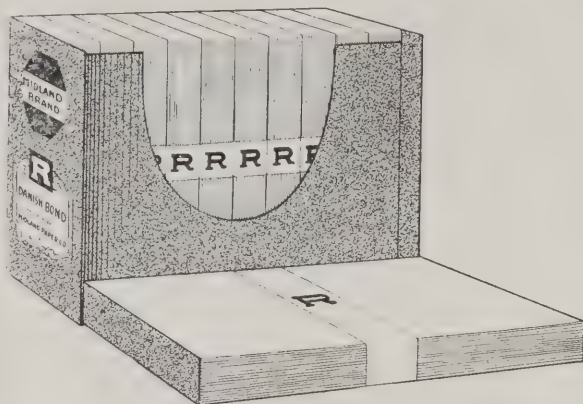
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A beautiful, snow-white writing of dignified elegance. Either laid or wove-velvet finish, Substance No. 28. 250 Two-fold Envelopes and 250 Letterheads, 7¼x10½ inches.

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for Sample Book*

MIDLAND PAPER CO

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Workers Want Hearing Higher Up

Continued from page 33

hearings are held, and they become law or are rejected after debate, modification and vote.

At first sight, it might appear as though such concessions by management would turn an organization into a debating, fault-finding, time-wasting, interfering rabble. But actual experience with the Leitch plan in thirty or more diversified business organizations shows that it brings grievances to light, corrects them, decreases soldiering, increases efficiency, lowers production costs and improves quality. Incidentally, there seems to be no place for labor organizations in a business where such a plan is in operation, and thus far there has never been a strike in such a plant.

One of the key men in every organization, with broad possibilities for making trouble as well as avoiding it, is the foreman. Injustice by foremen, and soldiering or carelessness by workmen, can be brought to light under such a plan, investigated publicly, and corrected. One or two investigations of that sort make foremen and workers aware that nothing can be hidden or "put over." The foreman becomes a leader instead of a boss, and his subordinates work under him in a new spirit.

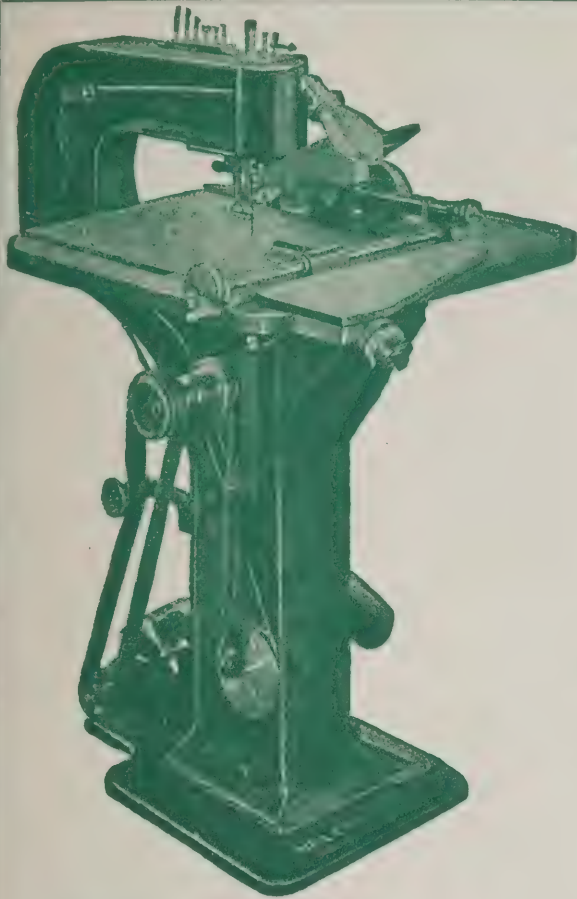
Employers suddenly find themselves closer to employes, looking through their eyes at conditions that had been hidden from them, while employes get broad views of the problems with which the management deals. Yet if an employe democracy were to pass a bill increasing wages or shortening hours to an unreasonable extent, or go beyond lines of conservative management in any other way, the cabinet has power to veto a result under this plan. That working people are generally reasonable, even conservative, is shown in the striking fact that it has never been necessary to use this veto power. Employes find themselves closer to management, facing executive problems, and seeking solutions in their own work. Probably the most typical illustration of this is found in voluntary teamwork to eliminate waste and losses.

A story of the kind constantly cropping up was found recently in a New England textile plant. Some inspectors discovered a lot of stockings which had become slightly soiled, and were classable as "seconds." Peeling off their coats and rolling up their sleeves, they got busy and washed the whole lot, turning them into "firsts."

The worker wants a hearing because he has something to say—a complaint to be taken up or a suggestion of possible value. If no channels are provided for giving him a hearing, he can do one of two things—try to reach the management through an organization which will usually be hostile, or silently quit and find a job elsewhere. If he is given a hearing, and facilities for reaching people higher up at any time, it is not he alone who profits, but management as well. For again and again it has been demonstrated that what the worker has to say about things that affect himself is something that management can seldom afford to be ignorant about. The gain may be great to the fellow who wants to be heard. It will be greater to the fellow who listens.

Chicago Paper Directory Out

THE Ben Franklin Chicago Paper Directory and Price List, giving paper prices prevailing December 1 on 3,000 items of paper carried by Chicago paper merchants will be mailed to Chicago paper buyers this week.



This is our TYPE A-3, the most popular TRIMOSAW

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"A Very Remarkable Machine"
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Send for these Letters, Circulars and 30-Day Trial Order Blank to the Makers

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Ben Franklin Monthly



Vol. XIX

JANUARY, 1922

No. 4

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LODESTONE COVER PAPER

Like a
MAGNET
it attracts!

HAMPDEN GLAZED PAPER & CARD
COMPANY, HOLYOKE, MASSACHUSETTS
MANUFACTURERS

Lodestone Covers

Get the New Sample Book of the Newest Covers

Three thicknesses, same color both sides.

Made in:

Light Weight
Medium Weight
Heavy Weight

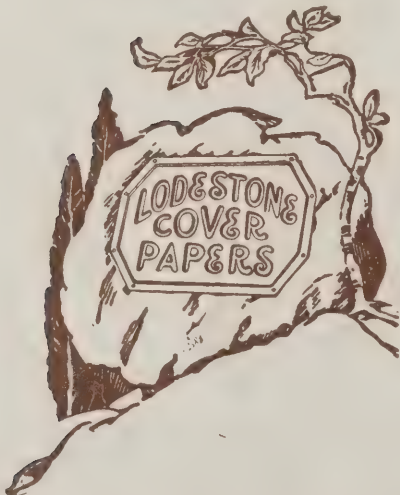
Two thicknesses, white lined.

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Stock sizes:

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22½ x 28½



This is Amber Medium Weight, White Lined

LODESTONE

Cover Paper is decidedly a novelty. Its striking appearance commands instant attention. The crystalline formation in delicate multi-tone blending of colors suggests nature's own creations in the geological field. Nothing like it has ever before been produced in paper. Its advertising value cannot be overestimated.

LODESTONE

Covers are easy to print, have excellent embossing and folding qualities, and unusual durability, the surface being practically waterproof. There are seven shades, all shown in the new sample book which is just off the press. Secure one of these interesting exhibits.

LODESTONE

Covers are moderate in price and so available for big editions. The sheets are made in the sizes which cut with least waste in catalog and booklet work. Unusual sizes can be made on quantity orders.

LODESTONE

Covers are offered in three thicknesses, also with white lining, as shown on the cover of this publication. All cover requirements have been carefully anticipated.

LODESTONE

Covers have met with instantaneous success. The advance sale was unusually heavy and our distributors predict that it will become one of the most popular cover papers on the market.

LODESTONE

Covers are produced by the makers of the famous Sunburst Cover Paper, which is in itself a guarantee as to beauty, quality and serviceability. Be sure to write for a free Lodestone sample book.

Hampden Glazed Paper & Card Co.

HOLYOKE, MASSACHUSETTS

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada
at 440 South Dearborn Street, Chicago, Illinois New York Office, 27 Warren Street

Vol. XIX

20c the copy

JANUARY, 1922

\$2.00 the year

No. 4

Up and at 'em

There can be no development without effort; no advancement without work.

It is this thought BEN FRANKLIN MONTHLY wishes to leave with its readers for the new year—the year 1922.

The printing industry has made tremendous progress in the past. We now have those developments on which to build. They should be used for that purpose—as stepping stones to further progress—and for no other. Our industry cannot live on its past history. It will thrive only through what it does now and will do tomorrow and the next day, not what it did yesterday.

Your part and our part is that of producing the best possible work at all times; to keep our eyes open for ideas of value to all; to act co-operatively for the benefit of all and so benefit the individual. In that way we are certain our industry will successfully pass through

The Ally of Civilization



—Walter H. Gage

1922—a year whose outcome will be uncertain in no small measure, but a year offering opportunity to the one desirous of showing the stuff of which he is made.

Looking back upon the year just closed, the printing industry can, by diligent search, find one or two things to be thankful for. It is true a large number made no money while a much smaller number did, but through it all very few firms failed. And all have the opportunity to make up in 1922 what was lost in 1921.

Let's up and at it. The uncertainty of what is ahead but adds to the zest. Life is nothing more than a gigantic contest at most and some must win. The reward is always there for the winner. Why not determine that you shall be the winner in 1922?

THE JANUARY ISSUE CONTAINS

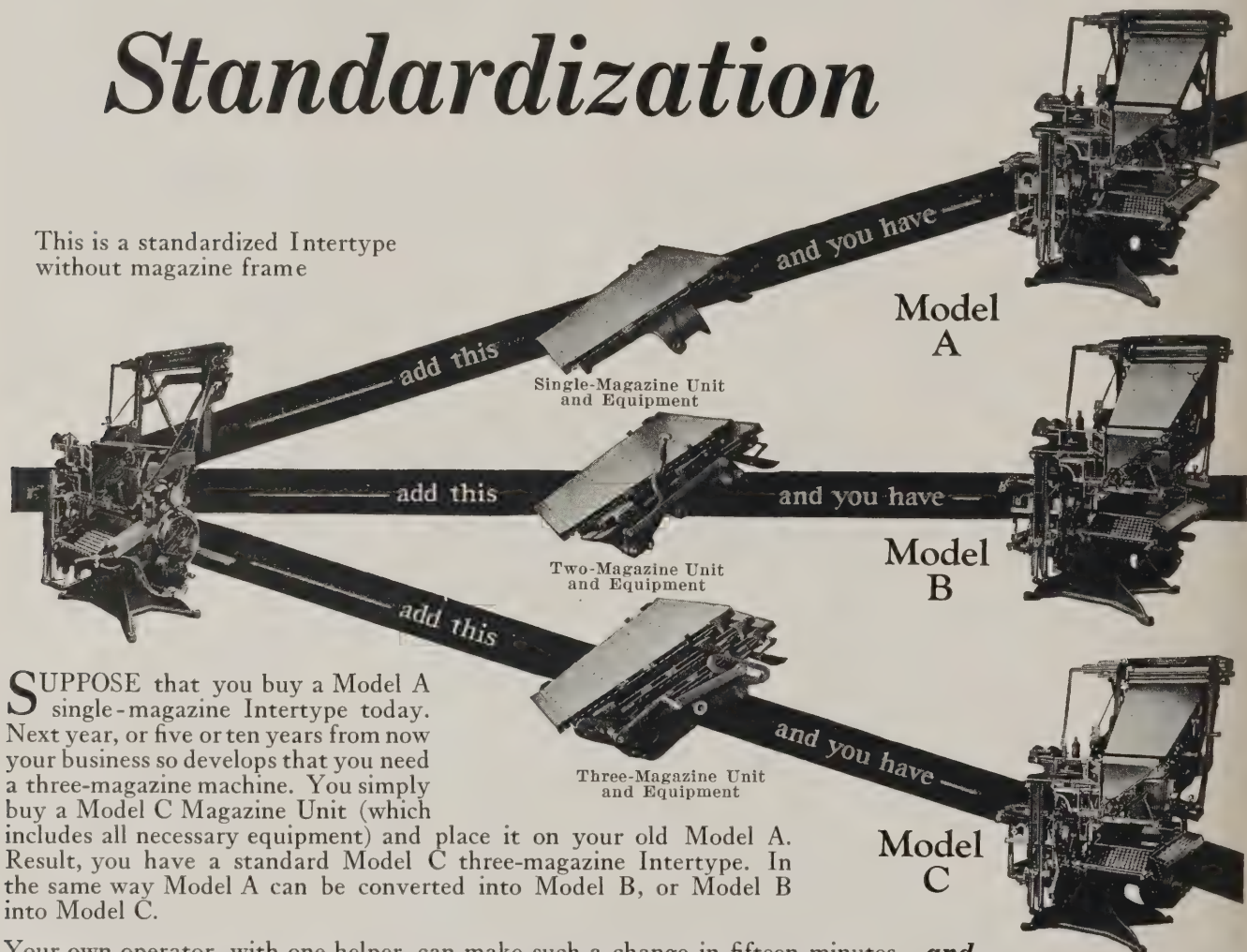
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1st Reason Why the INTERTYPE is The *Better* Machine

This is the first of a series of practical talks on Intertype construction. More will follow. Watch for them!

Standardization

This is a standardized Intertype without magazine frame



SUPPOSE that you buy a Model A single-magazine Intertype today. Next year, or five or ten years from now your business so develops that you need a three-magazine machine. You simply buy a Model C Magazine Unit (which includes all necessary equipment) and place it on your old Model A. Result, you have a standard Model C three-magazine Intertype. In the same way Model A can be converted into Model B, or Model B into Model C.

Your own operator, with one helper, can make such a change in fifteen minutes—and the cost is only the difference in price between the two models involved.

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Southern Branch, 305 Glaslyn Building, MEMPHIS

Pacific Coast Branch, 3051 Aronson Building, SAN FRANCISCO

Canadian Representative, Toronto Type Foundry Co., Ltd.

Why Printers Call Me A Shopper

And the Real Reason Why I Bought From Twelve Different Printers During 1921, and Probably Will Buy From As Many More During 1922.

By A PRINTING BUYER

THERE is such a thing as being so close to an object that one loses one's perspective and is unable to see the thing as it really is. Stand close to an oil painting, which cost thousands of dollars. It is blurred and vague. One is unable to appreciate its beauty. But stand back farther—about twice the width of the painting. That is something else again. Every shading and every light stand out in their true values, and one readily appreciates the genius and artistry of the painter.

In like fashion, many printers are too close to their own business. They fail to get the true angle on why customers give them an order, seem to be satisfied, or as well satisfied as some customers ever are, and then leave, to return no more. There is a reason, of course, but finding the reason is frequently more difficult than it sounds. Printers have been known to go to such patrons and ask frankly wherein they have failed. The patron usually is not so frank, however, and the average printer, in any event, doesn't feel like adopting this plan. The majority probably label the shifting buyer of printing "shopper," and dismiss his case as not being worth investigating farther.

But "shopper" may mean a number of things. Too often when a printer thinks of a "shopper," he thinks of one who haggles over pennies—who is eternally in search of some one who can do it cheaper. It never occurs to the average printer that a buyer may "shop" for quality as well as price, that he shops because he is seeking, not a saving of a dollar or two, but a printer who has grown up with ideals about the way printing should be done, and who has been content to seek those ideals in the belief that the money angle would take care of itself if he were able to express them.

The writer is a confirmed shopper. On the books of the company for which he buys printing are the accounts of a dozen printers and the number will probably grow during 1922—unless he finds the printer described in the foregoing.

Printers know, from their own experience, that it is far more satisfactory to buy from one house than from a dozen. Their single account is large enough to entitle them to unusually good service, and co-operation along the lines of credit, when needed. Printing buyers realize the same thing, and the fact that so many of them do shop, is likely to mean that they regard the advantages of shopping as more valuable than its disadvantages.

As far as the writer's experience goes, both small and large printers are equally guilty when it comes to what might be termed a sameness of the work they turn out. Every printer seems to be overstocked

with a certain kind of type, and to use that type day in and day out. This is the judgment from a scrutiny of the work done. As a matter of fact, it is probable that the average printer has too large an investment in type. But employees appear to overlook this fact. Perhaps one case is nearer than another. At any event, the majority of printing plants make every piece of composition look just like every other piece.

The writer went into a little coffee shop near his office the other day. The owner had just had some signs printed to distinguish the various kinds of sandwiches he had prepared. The stacks of food were labeled "Cheese," "Ham," or "Roast Beef," as the case might be. A business man strolled in, ordered a cup of coffee and a sandwich. Then he noticed the printing. "Ah," he remarked, "I see Blank does your printing."

The writer grinned because he knew Blank, and had bought some printed matter from him. Blank may have had some other kind of type in his shop, but he certainly works this particular kind overtime, whether the job is advertising jewelry, ham sandwiches, or furniture. This printer may have heard that "paper is part of the picture," but it apparently never occurred to him that type is the picture.

So much for the small commercial printer. He has a limited investment in his plant, and there may be some excuse, from his standpoint, at least, for using the same type until it wears out and he is justified in buying some other kind. Certainly this justification does not exist in the case of the large printer, equipped to turn out the largest catalog, trade journal or general publication. Such printers undoubtedly have enough, or too much type of different fonts and sizes. As far as the writer's experience goes, however, these printers have not yet been able to induce their ad men to use the various kinds of type at their disposal.

Printers are making a good deal of fuss these days about direct-by-mail advertising. That action is logical enough for the ordinary commercial printer, but there are plenty of large printers whose biggest source of income is the printing of trade journals—a very satisfactory work, that provides revenue year in and year out. These printers probably are not much interested in the direct-by-mail agitation. What they should be interested in is making the advertising in the trade journals more effective, and as long as every advertisement at which the reader looks has the same deadly monotony, such advertising will not be effective.

And the advertisers are not likely to lose faith only in trade journal advertising, but all other kinds.

Furthermore, if a printer is unable to set effective display ads, he is not

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What Makes the Cogs Go Round

Your Employees Want to Know and When They Do---You Can Look For More Efficiency and Better Co-operation.

By JAMES H. COLLINS

Copyright, 1921, By J. K. Novins

AT THE peak of war production, a New England printing plant began paying its employes a bonus of one week's wages every three months, with two weeks' pay at Christmas. Every time the bonus was slipped into pay envelopes a letter went in, too, speaking of business conditions. Thus employes understood that this extra money was not a gift, but extra earnings, their dividend on good times.

When depression came, employes felt that the bonus must stop. To their surprise, there was an extra week's pay when the next bonus day came around. This time, however, the letter speaking of business conditions explained that, as the plant had only been working two or three days a week for several months, an early reduction in wages would be necessary. The reduction was accepted without protest—everybody knew that it was inevitable, caused by outside business conditions, beyond the control of the management.

The large number of employe periodicals published by business concerns throughout the United States is sufficient proof that workers like to know what is going on in the organizations of which they are a part. They want to see the cogs go round. Such periodicals print pages of personal items that serve the same purpose as the items in the country weekly. But there is even keener interest in solid articles about current business conditions, company policies, technical equipment and methods, the work of different departments. In a widely scattered organization like that of a telephone corporation, for example, the worker in the accounting department may have little opportunity to become personally familiar with the people and methods in the operating or wire chief's rooms of the many exchanges, the routine of long-distance traffic, the repair department, the gangs that erect new lines across states or fight sleet damage. Yet through their employe magazines, telephone people keep track of the service as a whole, are better fitted for their own work because they understand something about the work of others.

Workers in a certain Eastern organization have a spirit that can be illustrated with a story. A customer persuaded one of its girl stenographers to become his secretary, at an increased salary. In a couple of weeks she came in and said she was homesick for her old associates, and asked if she might be taken back, a request that was granted. This organization has an atmosphere of friendliness and service—even the fifteen-year-old office boys show it in their alert courtesy to strangers. That spirit has been created largely by showing, through the printed word, opportunities for advancement—the personal stories of men and women who have risen as they learned different branches of the company's work and developed personal ability. The wheels of promotion are purposely kept in plain sight.

Not every business concern is large enough or rich enough to publish an employe magazine—certainly not of the kind issued by one Middle-Western manufacturing company which is said to pay its "house organ" editor \$10,000 a year. Apart from the cost, writing and editing such a periodical involves a great deal of work. But

there are other ways, involving little expense, by which employes can be given information about a business—slips in pay envelopes, announcements on bulletin boards, talks at employe gatherings, special exhibits that visualize, exhibits that make information visible.

During the difficult downward adjustment of wages, when pay envelopes were shrinking two ways—in wages per hour, and the number of hours' work—the personnel director of an Eastern factory used a simple device to show that the cloud had a silver lining. Wages were falling, but the cost of food, clothing and other items in living expense were falling, too. Taking wages in that plant, and the government's commodity-price figures month by month, he showed by two thermometers that, while wages had dropped twenty per cent in a year, the purchasing power of a dollar had risen a little more than twenty-five per cent in the past six months. By changing his thermometers each month he set employes thinking of what the economists call "real wages" instead of dollars—the purchasing power of the money they earn.

There was considerable carelessness among the employes of another concern in using supplies—little things like thumb-tacks, clips, twine and wire. One night the junk and sweepings of the plant were turned over to the purchasing agent, who sorted out different things, tagged them with the prices he was paying for each article, and arranged them in an exhibition. It was an interesting show. Some fellow had tied up a package of rubbish, thinking he was helpful. But he had tied it with sixty-five feet of good copper wire, worth not less than fifty cents! Another package was tied with a special kind of thread worth two dollars a pound. Screws, bolts, nails, small tools and the like, all fit for use again, had been swept up from the floor. One practical way of saving such things was indicated by two tool bags. Sloppy Sam's tool bag had everything jumbled together so that nothing could be found, while the contents of Orderly Otto's tool bag were shown as he sorted the different things out every night, and packed each where he could immediately put his fingers on it.

Every employer has some information by which to estimate current business conditions, forecast the future and plan output. He may know that six months hence the work force will be decreased. He is already trying to make the shrinkage as small as possible. Employes might help in a half dozen ways if they knew—economy of materials and time, attention to quality, more intelligent teamwork. But lacking knowledge about conditions, and fooled by present activity, they may be thinking about a wage increase—"Aw, the company's rich, and can stand it!" Put in simple diagrams the Old Man's data, the footrule he puts on business conditions would be interesting to employes and give them a viewpoint based on facts.

Giving employes better information about the business will correct much misunderstanding about their personal interests—concrete things like wages and hours, which they see close at hand. Better information is even more effective in creating better understanding between different departments, and taking up expensive slack.

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Making Books for the Joy of It

That's What Will Ransom is Doing After Years of Discouragement.
The Story of a Private Press Where Beauty Gets First Consideration.

By ROBERT O. BALLOU

IN A little room upstairs at 14 W. Washington street, Chicago, Will Ransom, "Maker of Books," is making them. His only aids are "Immediate Supervision," a font of type and a Reliance proof press. Nevertheless, or because of this, the books which he turns out are beautiful. They bear no mark of commercialism, because the motive behind their publication is not a commercial motive. They are artistic because they are the product of an artist.

The workshop is no larger than the average private office. I wandered into it one day and found Mr. Ransom and his assistant, Edmond A. Hunt, setting up a brochure for The Bookfellows. When I asked for an introduction to Hunt, he himself spoke up and said, "Oh, I'm 'Immediate Supervision'". It seems that Eddie was setting a circular one day in which occurred the sentence, "All work is done by me or under my immediate supervision." "Ah, that's me," cried Eddie. And he has been "Immediate Supervision" ever since.

A Matter of Enjoyment

I became interested in this outfit, which looked as though it belonged to a long extinct generation of printers and, little by little, learned the history of the craftsman with whom I was talking. I want to tell it to you, but first let me warn you that it will not teach you how to make more money. Will Ransom is printing books because, as he explained it himself, he knows of no other way in which he can have so much fun. But it is not allowed to interfere with his commercial work in lettering and design, which is also a labor of intense interest.

During the last few years of the nineteenth century, when the decadence of printing and the other arts in England had stimulated William Morris to establish the Kelmscott Press in his home at Hammersmith, in order to print books as he thought they should be printed, Will Ransom, at fifteen, was learning the case in the shop of a friend's father, where he played about after school and decided that he wanted to be a printer.

His Highest Pay as Printer

After leaving high school, he set out to attain his ambition, and, as a stepping stone, entered a local printing office as apprentice at \$1.00 a week. The next year he received \$2.00. The next year the highest salary he ever received as a printer came to him—\$3.00 a week.

But there were those older and wiser than he, who told him that the arts were not pursuits for gentlemen—those who prophesied that, unless he changed his tactics, he would spend the rest of his life sitting before a mirror

watching himself starve to death. And so, at nineteen, he entered an office as bookkeeper. For five years he kept books instead of making them.

But during this time he was not forgetting his first love, nor was he faithless to her. In his room he had set up a small press, and the evening hours would find him busy at it. Here he published a few small brochures for his friends and spent what spare time was left to him in gleaning such bits of knowledge as he could from trade journals and books. He became intensely interested in wood engraving and letter designing, and learned a great deal about the private presses of England.

But keeping books was all out of harmony with the desires of this young man whose nostrils tingled with the pungent odor of printing ink every evening, and he finally convinced a relenting father that art sometimes mixed with gentility.

A Student of Goudy's

So off to Chicago he came with a light heart and high hopes. Here he would study lettering and design. Logically enough he went to the Art Institute of Chicago and told them what he wanted to learn. But they looked at him in amazement and told him that this was an art school—that they had no course in typography there.

He had read much of Fred W. Goudy and had admired him, as all do who know his work. Perhaps Mr. Goudy would tell him what to do. He found the father of America's most beautiful type

designs at work in his studio in the Fine Arts building. When he had told him his troubles, Mr. Goudy waved a genial hand to the corner and said:

"Well, there's a drawing board. If you care to, you might stick around and use it. Perhaps I can help you. And I know that you can help me."

So Ransom "stuck around." In the summer of 1903 he and Mr. Goudy together established at Park Ridge the Village Press, the beautiful work of which is well known. In the fall of that year his old desire to own a press and publish books in his own name quite overcame him.

With a minimum of equipment he went to work. A Reliance proof press and a font of French Oldstyle furnished him with all that he needed. His first effort was a small volume containing *A Vision*, and *The Dream of Petrarca*, by Walter Savage Landor. He struck off a few copies and went out to sell them.

No One Wanted Them!

And then, suddenly, the unreckoned element entered, and he found that no one wanted privately issued vol-

Continued on page 28

EDITOR'S NOTE: This little story of Will Ransom and his unique press is more than an interesting tale to be read and forgotten. In it can be found a philosophy that will raise the daily task above the dead routine of "have to" into the realm of "desire to."

Mr. Ransom is finding much pleasure in what he is doing, and, while his business may seem different from that of the printer who produces forms or catalogs or tariffs, yet it teaches that any task can be made interesting and pleasure-giving. It also teaches that one's ambition need not be stifled by difficulties—that the will to do is the will that does.

Read this story for pleasure only, if you will, but remember that back of it all lies valuable lessons for all of us.

It's There For The Printer Who Goes After It!



Save Your Customer's Money

You May Know all the Economies Suggested in This Article But Does the Man Who Buys From You Know?

By JULIAN WETZEL

WHEN the baby poured the bottle of milk into his toy bank he said: "That runs into money." The same thing is said daily, thousands of times, when the subject of job printing of any kind is under discussion.

If waste in printing were a criminal offense, and the penalty meted out always was commensurate with the crime, thousands of advertising men would be drawn and quartered. A large per cent of this enormous waste is due to ignorance of the simplest and most fundamental rules in printing processes.

When an otherwise rational human being thinks Rex Beach is a summer resort and pica a soft drink we pity him; but when a printing buyer orders a line etching from a photograph or an electrotypes of a different size or proportion from his etching, we patiently explain.

Meekness Is a Virtue

I am a printer—not a phenomenally wise one, but one who is willing and anxious to add to the meagre supply of visible and demonstrable knowledge in this benighted business; one of those down-trodden and repressed souls who meekly swear inwardly and suffer from the idiosyncrasies of temperamental advertising men with bulging brows and horn-rimmed specs.

The inventor of spaghetti got his idea from the noodle (not original). Perhaps an idea or two many emanate from mine in the ten more or less negative points I shall endeavor to make. I dislike negative commands but the ten commandments are so given and, without following their phraseology, let me impress upon you that "thou shall not" make these grievous errors if thy days are to be long upon the earth and if thou wouldst have thy printer love thee.

About Sizes and Other Things

1. All advertising of whatsoever kind—catalogs, booklets, pamphlets, circulars, broadsides, stuffers and what not, should be printed on 25x38 stock which can be procured in all weights, all colors, all qualities and all prices. Folded or cut it comes down to 9x12, 6x9, 4x9 and 3x6 and there is a *stock envelope* in every paper jobbing house in the United States and Canada to fit every size. An exception might be made in the case of 5x7 and 7x10 books which are cut from 28x42 and envelopes are stocked everywhere to fit them. But I beseech you, avoid the waste of odd sizes and special envelopes.

2. Avoid as you would the plague the enormous broadside. It wastes paper stock, requires cylinder press work, is set in type too large for near vision and when opened out (if it enjoys that distinction) covers the busy man's desk, jumbles

his papers, knocks his pens and pencils from their racks—and he throws it away with a curse.

3. And here's a narrow strip 6x24. Not a waste in paper but a very serious waste in press work. The largest job presses accommodate a sheet no longer than 22 inches. Job presses can be operated for about half the cost of operating cylinders and, with a little condensing to job press size this monstrosity could have been produced at a saving of 33 per cent.

4. Aha! Here we have an example of saving (?) by the use of excessively light weight sheets. Listen! A paper machine makes but one roll of paper, and that of one weight, at an operation. The entire machine and its force of operatives are employed in the making of a twelve-pound sheet just as they are used in making a twenty-four-pound sheet; and because of the waste and extra care in handling the flimsy sheet and the lower pound production of the machines, light weight stock carries a penalty in price of about 20 per cent.

Furthermore, press work is sold by the hour. The light weight stock feeds slower and, consequently, costs more per thousand impressions. Be not deceived by the false economy of light weights.

5. Folding, perforating, punching and assembling tissue sheets are slow and expensive operations. Currents of air annoy the operator—the edges crumple at the gauge pins—the stock sticks together and clings to the teeth of machines and to the printing form.

Waste in Letterheads

6. Letterheads and other sheets with "bled" borders waste 20 per cent of the paper stock. For example, 8½x11 letterheads cut evenly from 17x22 sheets but must be printed on 19x24 if the soul of the purchaser yearns for a bled border—one inch waste all around besides the extra cost of trimming on all sides at about three dollars per hour on the cutting machine.

7. Do not, I prithee, gentle friends, design your deluxe deckle edge booklet or folder with the expectation of using hair-line-register engravings. The fuzzy edge on the deckle will not come into contact with the gauge pins evenly, uniformly and firmly and perfect register is impossible if the stock has to be fed to the "woolly" edge.

8. Now comes a frequent problem which is difficult to treat briefly. By the process of "work and turn," sheets may be printed on both sides with one impression: e. g., 10,000 pieces are desired—5,000 pieces are cut *double size* and the forms are locked side by side—page 1 and

page 2. The 5,000 are run. The sheets are then "turned" and printed on the other side—page 1 backing page 2 and page 2 backing page 1. They are then cut apart and, presto!

Continued on page 32



Books That Interest Printers

A Department Where Books and Periodicals of Value
to Those in the Graphic Arts, Will Be Reviewed

Three New Books by the Macmillan Co.

"The Settlement of Wage Disputes," by Herbert Feis. Cloth, 12mo. \$2.25.

Professor Feis outlines an ideal system for settling labor disputes in all industries. He assumes that there will be labor unions in every industry, and employers' associations, and a federal board to settle disputes not settled by group bargaining. He describes this plan in detail, after discussing the various theories of wages.

The chapter headings include: Some Permanent Aspects of the Present Industrial Situation, The Principles of Wages, Wages and Price Movements, The Standard Wage, The Living Wage, The Regulation of Wage Levels, A Concept of Industrial Peace.

"The International Protection of Labor," by Boutelle Ellsworth Lowe, Ph.D. Cloth, 12mo. \$2.50.

Previous to the world war, the United States was thought by many to be fully a generation behind Europe with respect to various phases of labor legislation. Certain it is that the United States was among the most backward of great nations in taking part officially in the international regulation of labor conditions. It is the purpose of this book to describe the movement for international labor legislation, to present the labor agreements that have resulted therefrom, and to endeavor to show the legislative developments that may enable the United States to do more than it has done heretofore toward treating labor problems in an international way.

"Employers' Associations in the United States," by Clarence E. Bonnett. Cloth, 8vo. \$4.00.

Keeping to the most important employers' associations in this country, Mr. Bonnett has made a careful and unbiased study of each of them. A brief historical and critical essay introduces the book. Each association is studied in its historical as well as its immediately pressing practical side. This study is almost alone in its field, and will command the immediate attention of employers and labor leaders.

An Advertising Text Book

"Advertising and Selling Practice," by John B. Opdycke. Cloth. Published by A. W. Shaw Company, Chicago.

Here is a book that starts at the beginning in telling the why and wherefore of advertising. Essentially a text book and used by many advertising classes for that purpose, it tells the fundamentals of good advertising copy, typography and the other factors entering into successful advertising. Chapters on the various methods of advertising with definitions, illustrations and examples, make this book particularly valuable to the printer who desires a knowledge of the principles of the force which is daily keeping his presses moving.

The history of advertising and its development are treated at length, assuring a foundation upon which to build a thorough understanding of advertising psychology. The section devoted to selling policies and methods also is recommended to the attention of those in the Graphic Arts.

For Newspaper Men

A Newspaperman's Library. (Revised Edition). By Claire E. Ginsburg, Librarian, School of Journalism, University of Missouri. 124 pages. University of Missouri, Columbia, Mo.

This book is No. 22 of the Journalism Series edited by Robert S. Mann and published by the Journalism Department of the University of Missouri. The book contains a list of books which should be in the library of every newspaper, giving authors, publishers and a synopsis of contents. It classifies various books under the headings of "Histories of Journalism," "Biographies of Journalists," "Essays on Journalism," "Liberty and the Press," "Making a Newspaper," "The Editorial," "Reporting," "Copy Reading," "The Country Newspaper," "Journalism for Women," "College Journalism," "Books of General Interest to Advertisers," "The Selling of Advertisements," "Books for Circulation Managers," "Art in the Newspaper," "The House Organ," "Fiction About Journalists" and lists directories, indices, etc. It is a valuable book for the student of journalism and the newspaper publisher.

A Book for the Layman

"WHAT the Business Man Should Know About Printing and Bookmaking," is the title of a comprehensive treatise on the subject of printing, sent to buyers by W. B. Conkey Co., Hammond, Chicago and New York.

The book contains 192 pages, is bound in boards and profusely illustrated. In addition to explaining the various processes with which the printing buyer should be familiar it also describes the Conkey plant at length, telling of the numerous labor saving devices used by that company. The object has been to cover such items as are not generally treated, and to do so briefly and to the point. In the "Foreword" the Conkey company has the following to say: "Some, in fact much that we offer in this book is of an elementary character, and will doubtless appeal most to the beginner, but our long years of experience show a lack and therefore a need of just such things as are here presented."

Two New Blue Books Out

TWO new directories for 1922, published by A. F. Lewis & Co., New York and Chicago, are the national and New York editions of the Printing Trades Blue Book. The two books contain much information of interest to supplymen and printers, including lists of dealers in various printing commodities, and in the New York book a list of all printers in that city with addresses, classification according to work produced, officials, when incorporated and telephone numbers. The same information is given concerning a number of smaller towns adjacent to New York. The national edition lists practically every supply house in the United States, both alphabetically and geographically. The books sell for \$10.00 each. Published by A. F. Lewis & Co., 660 Transportation building, Chicago, and 41 Park Row, New York City.

How the "Manul" Process Works

Inventor Shows Operation of Method to Swiss Printers. Proposes to Adapt Method to Relief Printing. If Successful Means Revolution of Industry.

"THE 'Manul' process, whereby printed or other originals—either text or line illustrations—can be reproduced without the use of photography, has already been explained in these pages* and it has aroused a good deal of interest among printers, especially since the introduction of the process into this country by the Muston Co., a London firm interested in the patent rights for the British Isles," says the *British & Colonial Stationer and Printer* in a recent issue.

That journal continues: "Although the exponents of the process already claim to effect certain economies as compared with ordinary methods, a great setback to its possibilities has been the admitted fact that the nature of the 'Manul' printing surfaces employed has necessitated the use of lithographic printing in their application. Now, however, the striking announcement is made from Switzerland that the inventor of the process has carried his invention a step further, and believes that in a few months he will be using 'Manul' relief printing surfaces on ordinary letterpress machines.

"A Swiss association of printers' overseers had an opportunity recently to visit the works of the Polygraph Co., of Laupen, Switzerland, the sole license holder of the 'Manul' process for Switzerland, and the visitors were favored with what has apparently not before been granted—a detailed demonstration of the production of the 'Manul' plates. A report of this demonstration appeared in a Swiss newspaper, and has found its way into the German technical press, from which we glean the account which follows. The process, as described, tallies pretty closely with the particulars we have already published, though helping perhaps to a clearer understanding of details. Mr. Ullman's remarks, however, with regard to the application of his method to relief printing open up important fields of speculation. Although the 'Manul' films could obviously be used as negatives for the making of process blocks in the ordinary way, no very great economies seem possible in that direction. We fancy the inventor's intention will be to print down direct on to zinc plates of considerable size, and thus obtain, as it were, ready-made forms containing, say, a large number of pages of a book, the zinc plates being accommodated perhaps on a special bed of the machine.

"The inventor of the 'Manul' process, Mr. Ullmann, of Zwickau, accompanied the visitors, who were first conducted into the 'exposure room,' where they were given all the explanations they desired. The exposure room contains, according to the Swiss reporter, several exposure cabinets, somewhat of the form and size of a billiard table. Each cabinet is divided in the middle by a strong glass plate. The lower, open section holds the source of light, viz., a large number of electric lights; upper closed section carries cloths for covering up the cabinet and a simple plate-gripping device. The direct transference of the original to be reproduced takes place upon prepared but quite transparent sheets of glass; these are insensitive to natural light, and can be exposed to direct sunlight, as at an open window, without effect. These plates are prepared in the firm's laboratory, the

emulsion, however, being provided by the inventor, for in this emulsion lies the secret of the process.

"A sensitive plate so prepared was laid, in the presence of the visitors, on the glass side of the exposure cabinet, and upon it was placed the original to be copied—in this instance a leaf of a book, printed on both sides. After the covering up and gripping of the plate, it was given a twelve seconds' exposure of about 5,000 candle power. Remark was made that after this operation there was no perceptible impression on the plate; it appeared afterwards, as before, to be perfectly transparent, and was now carried, without any covering, into the 'developing-room.'

"This contained in one corner a water-tap with a tank, and a table on which were placed a number of bowls. But anyone who now jumped to the conclusion that the bringing-out of the picture was to be done by means of complicated baths found himself mistaken. 'Water, nothing but pure water,' Mr. Ullmann explained jokingly, 'because it's cheap and wholesome.' A dipping of the exposed plate in the water-tank, quite a short manipulation under the running tap—and the picture came into sight in a greenish tone. A further short treatment in ammonium chloride, another rinsing in one of the bowls of water, another one in a violet color bath (evidently for the obscuring of the parts of the plate not affected by the light, and therefore not intended to print) and the development was finished. Drying occurred on the spot. There followed a short rubbing-away of the dry film with damp blotting paper, a few cuts with a knife around the plate, and the film was readily removed.

"'Here, gentlemen,' explained the demonstrator, 'we have the matrix of the 'Manul' process.' This presented itself now as a quite thin paper-like film, in which all the parts to be printed—in this case the typographic characters—appeared perfectly transparent, thus being translucent for the later operations, whilst all the non-printing surfaces were dark violet so as to be absorbent of light.

"All the manipulations described (carried out by female labor) were amazingly simple, and from the exposure to the removal of the film were performed in a few minutes.

"The transference of the image from the 'Manul' plate on to the printing plate was not carried out before the visitors, but in this connection they were surprised by a remark of Mr. Ullmann's that he is on the point of adapting his process to *relief* printing on the ordinary printing machines. As doubts on this matter were expressed by those present, Mr. Ullman added that he is tackling the problem at its roots and he has definite hopes that he will be able in a few months to remove from his improved process the faults it still possesses which lie in the 'unevenness of the heights of the printing characters'

"'Should Mr. Ullmann,' the reporter added 'actually succeed in this, we should be on the eve of a new revolution in printing, the importance of which cannot be foreseen.'"

Honesty may be the best policy, but if you don't advertise it, how will people know you are honest?—*Poor Dick.*

* See page 53 of the November, 1921, BEN FRANKLIN MONTHLY.

Editing for Print-Shop Economy

Perfect Copy Not Only Means a Saving to Your Customer, But a Much Larger Saving to *Your Business**

By J. W. M.

MAYBE there are no more of the old-fashioned printers who took vindictive delight in showing their customers that all the frightful errors in their copy had been scrupulously put into type. Maybe—but when I see the general course of copy (in publishers' rooms as well as in book and job offices), I suspect sometimes that all of us still are old-fashioned about copy, and in a pretty bad old fashion, too. In matters of paragraphing, punctuation, subheading, chapter division, and practically all other details essential to correct composition and make-up, ninety per cent of our authors "pass the buck" in full caprine majesty to the editorial offices, and the average editorial office, though it may prune the animal's shaggy beard, still passes it on to the composing-room as an undoubted and unmistakable buck.

We of the editorial and writing end of the printing business do not sufficiently realize that we *are* of the printing business. "Bad copy" to us means dirty copy, scrawled with a hard pencil on ragged paper, and richly seasoned with orthographical and grammatical errors. We have yet to learn that beautifully typewritten stuff, quite correct in diction, is extremely bad copy if it goes through to the composing-room without explicit editorial orders for every item of typographical construction. How many printing offices recognize such copy as bad copy?

In book and job offices there is altogether too much habit of "shoveling copy" through to the composing-room. The men in the outer offices feel that if they can only get the copy off their hands, and into the hands of the compositors, the job is under way. Nine times out of ten (I would prefer to say ten times out of ten) it is all the worse for the job to get under way in that way.

Shoveled copy is one of the grave sources of loss in the book and job printing business. Even if the cost of type revisions is passed on to the customer, it is the printer's loss in the long run, for high charges do not create bonds of loving friendship. A first rule in every print-shop should be that every unnecessary type-revision is a dead loss, to be classed as unjustifiable waste, no matter who apparently pays for it at the time. The printer may have to accept authors' corrections as a Heaven-sent calamity; but editorial corrections should be considered as crimes.

Any copy that demands editorial revision after it is in
* From *The Linotype Bulletin*.

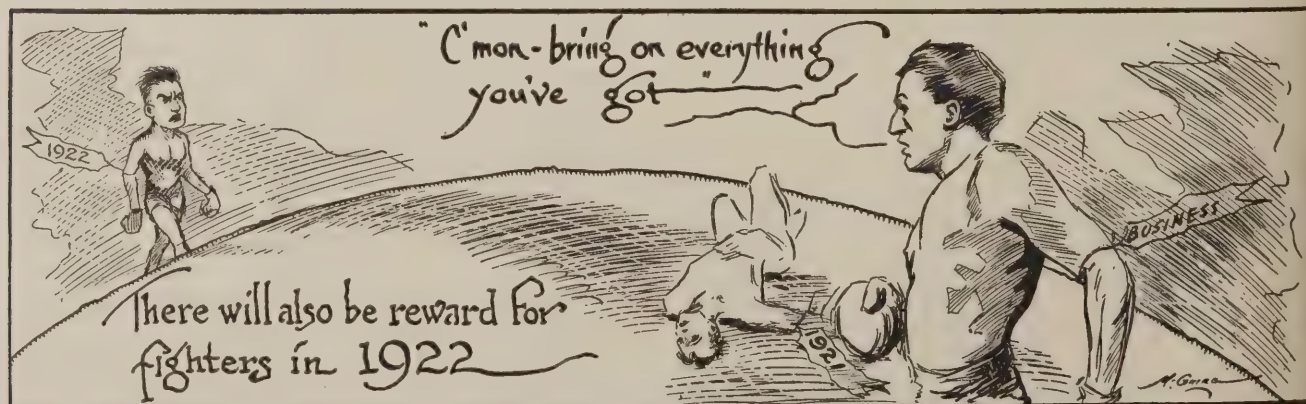
type is bad copy, and no office should admit any excuse for passing it. The editor who has to "see how it looks in type" before he knows what to do with copy, is no editor at all, and should be swiftly projected to the outer limbo of pot-boiling. The time to "see" how copy will look in type is while it is in copy. The time to "fit" copy is while it can be done with a blue pencil.

Probably no highly organized printing establishment today hesitates to correct undoubted errors of orthography or grammar in copy without delaying for formal permission from a client. But there remains a very considerable proportion of printers who, through timidity, haste, or adherence to old fashion, set such matter and send queried proof to the customer. Such a practice is, in plain words, simply a case of passing the buck, and we all know it, customer quite as well as printer. The printer may think that he can wash his hands of it because the client is responsible for copy; but he is mistaken.

In law and theory the printer is not responsible for copy furnished by a client. Technically, he is still justified in following copy out of the window. As a matter of common-sense fact, however, the book and job printer of today cannot dissociate himself from the copy which is the very basis of the work that he does. Aside from the modern principles of service and the increased sense of mutual obligation in modern business transactions, the printer's business in particular depends on the results won from his product.

He can't argue away poor results by pointing to his beautiful typography or presswork and proving that the client's own poor copy ruined the product. Printing does not begin with type. It begins with the written word. Just as surely as beautiful phraseology is disfigured by bad typography, so surely is beautiful typography disfigured by bad phraseology. Let any printer set up two equally good pieces of typography, one containing a brilliant statement and the other a banality. He will find that the latter is not worth fifty per cent of the former, viewed as a purely typographical specimen. To expend good typography on bad copy is economically unsound, even without counting the actual money waste of type-revision and other efforts to make the stuff better.

An editorial department of high grade is as essential in a modern book and job establishment as it is in any other branch of the publishing and printing business.



The Expense of Handling Stock

Important Item of Cost Often Neglected. Three Methods of Determining Fair Charge and How They Operate.

By E. C. FLINN

Chief Accountant, Franklin Typothetae of Chicago

THERE exists a wide variance of opinion regarding the method of including Stock Handling expense in the cost of the printed product.

Stock Handling expense as referred to in this case means the receiving, storing and handling of stock and does not refer to laying out, cutting, etc. The time spent in handling represents nonproductive work in most cases. For this reason a Stock Handling column is included in the 9-H statement of costs of the Standard Cost Finding System, next to the Shipping and General Commercial expense.

In this column the amount paid for Stock Handling is entered together with a share of the rent, light, depreciation, taxes and insurance. Interest at the legal rate is charged on the average inventory maintained throughout the year. Any other expenses of Stock Handling should also be entered.

Having thus arrived at the total expense of handling stock for a month, let us say, the next question is how to absorb it in the costs.

Conditions and methods vary among printers and in printing plants. What may seem to be a logical method of caring for Stock Handling expense in one plant may not do at all for another. At present there are three distinct methods of caring for this expense in common use. There may be others but I do not believe they can be considered as being in common use. Most of them are specialized systems worked out in detail for individual plants.

The three most used methods in caring for Stock Handling expense are:

1. Including such expense in overhead and spreading it over departments, thereby increasing the cost per productive hour in each department.
2. Charging each job with a share of the expense based on the cost of the stock used on the job.
3. Charging each job with a share of the expense based on the number of pounds of stock used on the job.

The first method is, without doubt, the easiest disposition that can be made. But is it equitable? Why assess productive departments with expense that can be charged direct to individual jobs. In comparing hour costs from month to month with Stock Handling expense included, there is always a fluctuation due to Stock Handling expense only, thereby making comparisons of shop efficiency difficult. Then, again, the purpose of a cost system is to bring out the facts and nothing is gained by including items of a questionable nature in the overhead. The only defense for including Stock Handling in hour costs arises in the smaller shops where the item is so small it is almost impossible to separate it from other general expense.

The second method of charging each job with a share of the expense based on the cost of the stock used seems to be a more equitable method. It keeps the expense out of the hour costs and applies it directly against the jobs produced. However, in some instances there may be irregularities in this method. Let us take an example.

We will say that the total cost of handling stock over a period is \$27,840. The total cost of the stock used on jobs is \$351,560. Dividing 27,840 by 351,560 we find that it costs \$.0791 for each one dollar of stock handled. In other words, if the cost of paper on a certain job is \$200 we would add \$15.82 ($200 \times .0791$) to cover handling. By applying this percentage to the cost of all stock used during the month we have approximated our Stock Handling expense and included it in our charges to customers. But isn't the cost of paper used on jobs a factor as well as the rate? For instance, one job has 80 pounds of stock that cost \$11.20 and another has 80 pounds that cost \$12.20. The Stock Handling charge on the former would be \$.88 ($11.20 \times .0791$) and on the latter \$.96 ($12.20 \times .0791$). Why should one be assessed with a larger amount of expense than the other when the same weight was handled in each case?

Under this method when stock is furnished by the customer the market price must be used in order to arrive at the proper handling charge.

In the third method of applying Stock Handling expense to each job the number of pounds of paper handled determines the charge. Let us use the same example as before. The Stock Handling expense is \$27,840 and the number of pounds of paper handled is 2,511,143. Dividing 27,840 by 2,511,143 we find the rate per pound to be .0111. Under these circumstances the handling charge for 80 pounds of stock would be \$.89 ($80 \times .0111$), regardless of the price per pound, and two jobs with equal total weight would be assessed equal charges.

From the above it is apparent that judgment must be used in selecting the method best suited to each plant.

Photo-Engravers Go On Strike

THREE thousand four hundred union employees in 250 commercial engraving plants in 30 cities went on strike January 3, as a protest against a proposed increase in hours to 48 a week or a wage decrease of \$5.00 a week in the old scale.

Fifteen hundred men went out in 70 New York City shops, including two newspaper engraving plants. Owners and bosses in that city put on overalls and produced work in these two plants for New York's newspapers. In Chicago 950 men went out and 400 went out in Philadelphia.

Plants in twelve cities have since declared for the Open shop, thirty-five plants in all having decided to operate without union labor. Reports from these shops indicate quite a few union employees who have decided to stick with the employers. The cities where Open plants have been started since January 3 include St. Paul, Minnesota, Denver, Salt Lake City, Chicago, South Bend, Grand Rapids, Detroit, Buffalo, Cleveland, Pittsburgh and Worcester, Mass.

Headquarters of the American Photo-Engraver's Association in Chicago report full confidence that either longer hours or a cut in the wage scale will be accepted by the Photo-Engraver's union within the next ten days.



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Manufacturers of OFFSET AND COATED PAPERS

Building Business With Booklets

How One Printing Firm Creates Good Will Plus Business for Itself Through Its Unique Advertising Campaign. "Follow-up" Methods Original

By ROBERT F. SALADE

THIS is the story of a unique advertising campaign which is proving remarkably successful. This campaign, which has been in progress for a number of years, is being conducted by the Benjamin F. Emery Company, printers, of Philadelphia, and it incorporates many original ideas which will be explained in the following paragraphs.

Some years ago, Benjamin F. Emery, head of the company bearing his name, conceived the idea of publishing a series of booklets to be distributed for the publicity of his house, each issue of the booklets to cover some historical subject concerning the city of Philadelphia. The plan was to mail the booklets to a list of customers and prospectives of the Benjamin F. Emery Company. Today that list has grown to such an extent that it includes the names of practically all the leading business concerns of the city, and it also includes the names of many prominent persons who have asked the Emery company to have the booklets mailed to them regularly.

The standard size of these booklets is 4x5½ inches, with an overlapping cover slightly larger than that size. Usually, there are 16 pages and cover, although 20 pages of text matter are used for stories that would not be adapted to the smaller number of pages. The design for the cover is originally drawn by an artist for each issue, and is printed in three or more different colors. A picture suggesting the atmosphere of the historic story is generally used, and the color effects are highly pleasing. The title page for each story is set in type, and sometimes there is a halftone print on back of the title page, facing, of course, the first page of reading matter. As a rule, the artist draws an original heading and initial letter for the first page of text. The average story is set in 8 point, and occupies about 12 pages, the remaining two pages being devoted to advertising matter concerning the printing service of the Benjamin F. Emery Company.

The first number of this series of booklets contained one of Benjamin Franklin's famous tales. Among the other stories which have been published in the booklets from time to time were the following: "Father Abraham's Speech" (the Preface to Poor Richard's Almanack of 1757), "Black Beard the Pirate in Philadelphia in 1717," "Philadelphia and Its Solitary Prison" (from "American Notes" by Charles Dickens), "Sports and Amusements in Old Philadelphia" (from Watson's Annuals), "Puss in Boots" (from the Fairy Book), "Philadelphia to Manayunk in 1852," by Eli Bowen; "An Economical Project," by Benjamin Franklin; "The Great Central Fair" (Philadelphia in 1864), "John Fitch's Steamboat," and "The Centennial of 1876."

Altogether, forty-four complete numbers of this series of booklets have been published, and a new issue is now in preparation. Every time a new issue of this little publication is distributed stacks of letters are received by the Emery Company from recipients who desire to say nice things about the booklets. Letters of this character have been received from officials of the city of Philadelphia, free libraries, schools, colleges, and even from professors in great universities of the city. The educational value of the booklets appeals to all classes of people who are able to read, but particularly to those who are interested in historical subjects.

Occasionally, the Benjamin F. Emery Company makes use of its booklets in offering additional remembrance advertising to recipients of the booklets. Not long ago a neatly printed card was inclosed with each booklet announcing that the Emery company would gladly furnish a special set of index cards, for keeping track of supply houses, to any business firm asking for one of the sets. Each set consisted of 50 cards, size 5x3 inches, and each card contained a printed form like this:

Material	
.....	
Firm	
Address.....	Bell.....
.....	Keystone.....
Salesman	
Remarks	
.....	

BENJ. F. EMERY CO., PHILADELPHIA

The first card of each set of 50 was filled in with printed information concerning the product, address, telephone numbers, etc., of the Benjamin F. Emery Company. Each set of cards was to be placed in a standard 3x5 index card file, and instead of the firm keeping salesmen's business cards on hand for future information, the information on each salesman's card was to be written on one of the special index cards.

Soon after the booklets and inserts had been distributed the Emery company received hundreds of requests for the special index card systems from business concerns of the city. These requests were "followed up" personally by the Emery salesmen who presented the sets of cards to the proper persons, and who, incidentally, "talked" printing for the Emery company.

This same "follow-up" plan was carried out recently with another issue of the booklets. In each booklet was inserted a printed postcard explaining that the Emery company would present a beautiful picture of a scene in Fairmount Park, Philadelphia, mounted and suitable for framing, to any one who would fill in the postcard and send it in. It was not long before the postcards were being mailed to the Emery company in large numbers. The picture referred to was a large-size halftone print, done in photo-brown ink, and tipped on a mount having a brown tint that harmonized well with the color of the print. The Emery salesmen called upon all business firms asking for the pictures and presented the pictures with their compliments. Numerous orders came as a direct result of this unusual advertising.

Since the first edition of the booklets was distributed the size of the Emery establishment has more than doubled, and it is a fact that the booklets have played an important part in this success. Today the Emery plant is one of the best-equipped of its class in the country, and it is constantly busy on high-grade advertising and commercial work during all seasons of the year.

Pass Keys to Printer-Success

KEEPING YOUR PROMISES

By GEORGE W. TUTTLE

WHEN the wide-awake printer makes a promise he sees to it that his customer does not have opportunity to stamp "Counterfeit!" on that promise. There is occasionally a printer—only occasionally, thank the Lord—who would surely be behind the bars if it were a penitentiary offense to make counterfeit promises. This obituary, on an imposing stone: "He always kept his promises;" would look better than this one: "Here lies John Smith."

What is the use of the office calendar if we do not abide by its decisions? "Thought you promised that job for Monday morning," says an irate customer, "this is Wednesday afternoon." You stand on one foot, do mental gymnastics, administer soothing syrup of honeyed words that cost nothing—and are worth just about what they cost—and end with: "Tomorrow afternoon, sure!" When the customer departs, closing the door with considerable vehemence, you say, gloomily: "How'n thunder can I do it? Six other jobs promised for tomorrow afternoon!"

A dependable printer, who keeps his promises, is a godsend to a business man in some hour of need. If he looks at you kindly, and says: "It is impossible!" you know that his decision is not from lack of desire. On the other hand, if he figures carefully, then says: "You shall have it at that hour;" you go away in great content. It may be raining pitchforks but you smile, and say: "Fine day!" when you meet a friend on the street. *Dependable people are the salt of the business world today.*

The dependable printer does not promise haphazard. He knows his ground; composition, press work, delays that may occur in receiving stock ordered for the job, he figures all of these carefully. When the element of uncertainty enters in he makes his promise conditional. When there is a prospect of vexatious delays do your explaining beforehand.

Unkept promises are—or should be—a nightmare to a printer. A kept promise is a horse of another color; you take it by the forelock, leap into the saddle, and ride to success. Just remember that printer proverb: "A clean conscience makes a clear job." Why talk of facing the music when we face disappointed customers?

Why, victuals digest better, wives are better natured, people more sweetly reasonable—yes, even our clothes fit us better—when we keep our promises. Self-respect fades out of a business man when his promises are below par on the market. Even a clean collar is discounted save as a man makes clean promises and leaves no stone unturned to make good. A promise is a stake over which you throw the lasso of time. Be careful to drive your stake in firm ground; then snub business up to the stake.

Making Books for the Joy of It

Continued from page 19

umes. There was no market. Five copies of Ransom's first work of importance are all that were ever finished. Three of them were sold to Brentano's, one went to Thomas Wood Stevens, who had written an introductory note, and one is in Mr. Ransom's possession.

Here was the straw which seemingly broke the camel's back. In Mr. Ransom's own words:

"Never in all the ages of human depression was there ever such depression as mine. I was through—absolutely finished. My world had crumbled. I was too proud to borrow money from my family or my friends. For a

time I lived on ten cents a day. Naturally, this did not contribute any carefree lightness to my mental attitude, and I soon became the most morose cynic that ever lived. Then I decided that I didn't want to starve to death. I would quit trying to be an artist. Perhaps, after all, 'Father was right'."

So he sold his outfit for a song and went back to keeping books. Later there entered a Mrs. Ransom and the world ceased to be such a rotten place. And it was she who is responsible for "Will Ransom, Maker of Books," for it was she who induced him to leave the books of accounts for the work in lettering and design which paved the way for the present enterprise and made it possible for him to make books instead of keep them.

And it was not until he had established himself as a designer of letters that he turned again to the more precarious matter of making small editions of books. Since 1912 Will Ransom has been practicing the profession of design again, and it has been only during the last few months that he has turned out books. There are several beautiful little volumes in process of making now—some short essays from Riquarius' "Pillar to Post" in the *Chicago Evening Post*, two volumes of poetry, and others. After following a vision for more than a quarter of a century, Will Ransom is finally the practical and artistic maker of books which the young Will Ransom of the nineties used to dream about being.

A Bindery and Then—

He has one more step to take, and then I dare say there will not be a happier printer in all Christendom.

He wants to make room for a bindery in his tiny space, so that his establishment will be complete. And he hopes to find a competent craftsman in wood engraving who will add a personal quality to initials and decorations. Or better still, as "Immediate Supervision" grows away from supervision, Will Ransom hopes to find time to cut them himself.

There is one rather important detail in which Ransom has departed from the precedent established by the private presses of England during the last decade of the nineteenth century. Most of these little ventures were motivated by the desire to create which motivates Ransom. There were, among this group, a few who carried the idea of printing for printing's sake to the point which forbade their selling any books, in which case they published books only for the enjoyment of themselves and their friends. But most of them depended for their material upon reprints of classics and manuscripts from the British Museum.

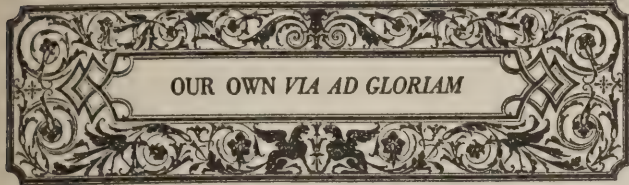
Now Will Ransom derives his material from neither of these sources. He believes firmly that we are even now in a period of renaissance of all the arts, and particularly of writing, and he feels that his part is the presentation of young authors. So he plans to issue principally "first volumes" of hitherto unrecognized aspirants. This makes his contribution a unique one in the history of the private press.

It is not a commercial venture. In fact it has yet to prove itself profitable. But a dream of twenty-five years dies hard, and it is safe to predict that the press of Will Ransom, Maker of Books, will leave behind it an interesting chapter in the history of printing.

By the success of the plan which Mr. Ransom has laid out for himself, he will accomplish two things. He will put into circulation books published with but one idea paramount—that of making beautiful books. And in the doing he will have given immeasurable encouragement to young literary aspirants—an encouragement sadly needed in a day of commercial journalism.

A Notable Mailing Piece

THERE are printers who believe in advertising themselves. And it is curious to note that those who do advertise are the most progressive, the most up-to-date and produce the best work, typographically, that is produced by printers anywhere.



Striving, as we do, to make each day teach us something new; and constantly using, as we do, the solid knowledge which experience has given to us, we have come to work with but one thought: That each element of every piece of work that leaves our plant must be above reproach.

This spirit of patient thoroughness and painstaking attention to every detail permeates our entire organization. It abounds in our monotype, linotype and hand composing rooms,

[1]

All of which leads us to a direct-mail piece sent out to its customers by the York Printing Co., York, Pa. The booklet, a page of which is reproduced on this page, is printed in 30-pt Bodoni, from the Lanston Monotype, with Mergenthaler Bodoni decorations. The cover is printed on Italian hand made cover paper and the type pages on Strathmore Japan, Natural, Plate. The copy, layout, presswork and binding are unusual and speak well for the class of general work produced by the York company. The brochure contains eight pages, the two center ones showing some of the direct-mail matter produced by the company for national advertisers.

Plan for 1922 Exposition

THE Graphic Arts Exposition held in Chicago last July was the seed from which future expositions will be grown. Boston took the cultivator and has gently nursed this wonderful seed to full growth and now they are able to say, "What Chicago has sown, see what we will reap." From an exposition of 30,000 square feet of working machinery Boston will produce a wonderful plant of over 100,000 square feet. This exposition will contain everything shown at Chicago with the addition of a large department containing box making, a department for a printing exhibition, cloth and wall paper printing machinery.

The Boston Club of Printing House Craftsmen has organized a Boston Graphic Arts Exposition, incorporated under the laws of the state of Massachusetts.

J. J. Dallas, vice-president of the Boston Club and assistant manager of the Boston office of the Lanston Monotype Co., will devote his entire time to the management and promotion of the exposition.

The Boston Graphic Arts Exposition, Inc., will have headquarters at 908-909 Rice building, 10 High street, Boston, where all correspondence in regard to the exposition will be promptly attended to. The exposition is conducted for no profit to any individual or organization, but it is held to bring a closer co-operation between the exhibitor, employer printer and the consumer of printing, and to further the educational policy of the International Association of Printing House Craftsmen and the Boston Club of Printing House Craftsmen.

The exposition will be held during the week of August 28 to September 2, 1922, at the Mechanics building.

The following are the officers, directors and committees:

President, E. W. Calkins; first vice-president, J. J. Dallas; second vice-president, J. W. Power; secretary, J. W. Fielding; treasurer, A. E. Ham; assistant treasurer, F. A. Williams. Board of Directors: J. J. Dallas, chairman; J. W. Fielding, secretary; J. D. Babbage, Harry Brigham, E. W. Calkins, J. P. Donovan, Herbert Farrier, A. E. Ham, J. W. Power, F. A. Williams, C. H. Wrightson. Finance Committee: A. E. Ham, chairman; E. W. Calkins, H. H. Morley, Arthur Rawings, G. A. Rhodes, F. A. Williams, C. H. Wrightson, J. D. Babbage. Sales Committee: E. W. Calkins, chairman; Harry Brigham, Frank Corcoran, J. J. Roche, E. D. May, J. F. Sullivan, Herbert Waters, I. F. Wood, C. H. Wrightson. Publicity Committee: F. A. Williams, chairman; M. H. Boynton, J. P. Donovan, Herbert Farrier, W. H. Fielding, C. G. Fowler, W. H. J. McMahon, J. W. Power, G. G. Taylor.

Lester-Johnson Company, Inc.

TYPESETTING

DAY AND
NIGHT



SERVICE &
QUALITY

422 S. DEARBORN STREET
CHICAGO, ILL.

Composition
Makeup
Lockup



Telephone Wabash 6756

Poor Dick & Toby



POOR DICK and Toby at your service, sir!"

"Hungry and drunk, I take it," said we.

"Hungry, we are, yer Honor," said he, "but divil a drop since Michaelmas. An' it's not the price

of a meal that bothers us, though ye might be thinkin' that same—"

"And if ye've the price of a meal, why are you hungry?" said we.

"It's the tip that bothers us," said he. "Could ye give us the loan of a quarter to tip the waiter?"

"What will you do for the interest?" said we.

"Toby'll give ye a dance on his two hind legs, and I'll do a clog fer ye, or write ye a sonnet or an ad or a dissertation on God or the Devil, or if it's a vacation ye're wantin', I'll run yer magazine tip top fer ye for a month!"

"Write me a sonnet," said we, "and when you're through with that write me an ad, and Toby can be dancing on his two hind legs while you're doing it."

So Poor Dick sat himself down in his rags and tatters and wrote while we rocked with laughter at Toby's dancing. And then we read what he had written—

God! How the man could write! We looked at an ad which we had just finished, extolling the virtues of BEN FRANKLIN MONTHLY and compared it with that which our ragged friend had written. And ours seemed dry as dust—dead words on crackling paper. His *lived*—that was the difference! And all the time Toby was shimmying on our office carpet like a drunken fool, his dog face solemn as the newspaper reproduction of Judge Landis with the turned down collar.

We looked at Toby and wanted to laugh.

We looked at Poor Dick's ad and wanted to shout.

We looked at Poor Dick in his rags and tatters and wanted to cry.

And so we said:

"Damn!"

"And who will ye be damnin', yer Honor?" said he. "Toby there aint meanin' no one harm, and I aint meanin' no one harm, though I'm that hungry that I'm like to slit the weazand of the man who says me nay!"

"Dick," said we, "you're arrested for vagrancy, and sentenced to an indeterminate period writing for BEN FRANKLIN and his friends. Were you ever a printer?"

"Your Honor, there was a day when Toby and me used to wander in and ask fer a take, but I always got sick of the silly stuff they handed me and used to set it like poems so it would look pretty on the page. But divil a word of praise I got fer it and Toby an' me was out o' luck. Once a boss printer said 'Damn' to me when I wasn't hungry and I split his head with the office towel, so Toby an' me hev been wanderin' ever since an' mostly hungry."

"You and Toby are hired," said we, "and now we're going out to lunch."

So we ate lunch together and Poor Dick learned what we wanted him to do. And he agreed to do it.

"Only, said he, "you must promise me never to let anyone know who I am, because if me poor old mother ever learned that I was takin' money for me creative efforts she'd disown me fer a pirate. She used to say to me, 'Dick, me son, let no blot mar our family scutcheon, the which has been blazoned on the walls of Ireland's hall of fame this five hundred year. Yer a gentleman, me boy, and never forget that a gentleman does no work for money. Let you succor the needy in distress, feed the hungry mouths of babes, give alms to those whose rags and tatters smite your lordly conscience, give freely of your wealth to every worthy cause, millions for yer country, but not a cent for tribute, and never soil your soul with menial labor.'

at Your Service, Sir

"An' if she ever heard tell I was hirin' out to you, an' sellin' my artistic soul fer a messy porridge, the alley would rock with her cries an' echo with her lamentations!"

We promised and the deal was made. But it was not for BEN FRANKLIN that we salvaged this creature of the open road and high aspirations, the genius with the ragged clothing and the artistic soul who feared that he was to be a blot on the family escutcheon.

We wanted him for the great family of BEN FRANKLIN readers—at least for that part of the family who are tired of reading the same old advertising phrases over and over again on direct mail pieces which they mail or are mailed to them, who are bored by the ordinary style of house organ and the subject matter which it contains, who react to it as we reacted to the ad which we had written before we met Dick and Toby, who feel as we did of that, that it is dry as dust.

We have arranged with Poor Dick and Toby to stick around. We have given them a corner in the editor's office with a pile of proof for a bed, and have promised Toby a daily bone and have given Dick *carte blanche* at Pittsburgh Joe's place.

And what he is going to do for you is this:

He is going to prepare blotters that will make your customers keep them and use them until they are frayed or stick them up somewhere on their desks where they can always see them and always be reminded of the place where printing is unusual as Poor Richard's blotters can be bought.

He is going to give you copy once a month for a house organ which will make itself as famous as *Poor Richard's Almanack* of old.

If you are a newspaper publisher he is going to write editorials and a children's story for you every week, and maybe a bit of living-verse that will make your subscribers look for their weekly paper more eagerly than they have for years.

These and many other things he is going to do for you—that is, if you belong to that part of the family we were talking about up the page a little way. There will be a charge, of course—Dick says that he wants to get back to his ancestral domain in the Emerald Isle some day, and claim his title and lands—but Dick has never learned how much this soul of his, which he has consented after years of wandering to sell, is worth, and you'll be surprised when we send you the rates for his services.

We haven't told you half of the things this versatile wanderer can do—if you don't believe he knows how to write an ad that will make your customers sit up and take notice of you, by the way, try him out on something that doesn't cost much and see—but if there's anything else on your mind, besides the things we've mentioned, ask us whether we think he can do it for you, and we will let Poor Dick himself answer your letter. But we'll stake BEN FRANKLIN's reputation on our belief that Dick has the stuff and that you will appreciate him.

Stop a minute and think your own advertising problems over. Isn't there a spare five, ten, or twenty-five dollars in your own advertising appropriation that would make a good beginning as an investment in some unusual direct mail advertising which throbs with the whimsical life of a gentleman of the road like our wandering singer, Dick?

House organs will be his specialty. He will provide copy and cuts that will make your customers your friends for life.

Write Poor Dick a letter and let him tell you about the things he can do for you. We will make one unqualified promise. His answer will amuse you.

WRITE TO POOR DICK'S CORNER
Ben Franklin Publishing Co. 440 South Dearborn Street
CHICAGO, ILLINOIS



Composing and Pressroom Equipment

Type Cabinets, Wood or Steel, All Styles.
Imposing Tables, Steel or Wood.
Patent Bases and Register Hooks.
Steel Cabinets on Casters for Patent Base Equipment.
Hancock Perfecting Lineup Machine.
Mashek Form Trucks.
Gas Burners for Cylinder, Job and Kelly Presses.
Rouse Paper Lifts.
Iron Furniture.
Steel Interlocking Furniture.
Riebe Quoins, Keys and Guides.
Electric Welded Steel Chases.
Superior Chase Locks for Cylinder Presses.
Rouse Roller Cooling Fans for Miehle Presses.

Wesol Diagonal Groove Final Bases and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Pressroom.
Shute Planes for Beveling and Undercutting Patent Plates.
Hoerner Combination Shute Board and Type-high Machine.
The Taylor Registering Projector.

LATHAM AUTOMATIC REGISTERING CO.

CHAS. J. KANERA, Gen. Mgr.

603 S. Dearborn Street, CHICAGO, ILL.

170 5th Avenue, NEW YORK

Save Your Customer's Money

Continued from page 21

10,000 sheets printed two sides with 10,000 press work.

BUT—and here is the nub to this “mechanical error”—you must always ascertain if your stock will *cut double without waste*. Many sizes will cut single from stock of standard size but will not cut double. A 7x9 sheet will cut from 22x28 but 14x9 will not. Always investigate the “work and turn” possibilities if the job is to print on both sides.

9. Beware of diagonal, angular, circular and other freak composition. It is never desirable—always unnecessary and unlovely. Type, leads and slugs have square corners. They fit only when placed side to side or end to end. When used otherwise the resultant triangular holes in the form make a loose and dangerous “lock up” even when filled in with plaster-paris.

10. Lastly. The question of colors in stock and inks with reference to legibility has always been a moot one. I cannot answer it authoritatively. Some Weisheimer drew some conclusions in the printing trade magazines a year or two ago said to have been based upon an exhaustive series of experiments. I tried them out on a set of cards in letters of the same size and agreed with his conclusions only in one or two instances. I shall give the results here just as they came to me, not as my personal opinion, with the understanding that the question of legibility is the only one under consideration and in the order arrived at in the experiments.

(a) Black on Yellow, (b) Green on White, (c) Blue on White, (d) White on Blue, (e) Black on White, (f) Yellow on Black, (g) White on Red, (h) White on Green, (i) White on Black, (j) Red on Yellow, (k) Green on Red, (l) Red on Green.

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and control of printing machinery



ALTERNATING AND DIRECT CURRENT

*Used by the Best
Known Printers*

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK

WATCH US GROW!

MONOTYPES
LINOTYPES
and MAKEUP
Day and Night
Open Shop

**TRADE-SHOP
TYPESETTERS, Inc.**
218 South Clark St. Chicago

This Section of
BEN FRANKLIN MONTHLY
is printed on
**AMERICAN WRITING
 PAPER COMPANY'S**
CHESTER OFFSET
 25 x 38 ~ 120



Carried in stock in the
 following sizes and weights

25x38...	50	60	70	80	100	120	150
28x42...	62	74	86	...	124	...	...
29x52...	...	96	...	...	...	...	...
32x44...	...	89	104	119	148	...	...
36x48...	...	110	128	146	...	...	...
38x50...	...	120	140	160	200	...	...

BRADNER SMITH & CO.
 175 West Monroe Street
CHICAGO

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO
Printers, Trade Compositors, located in the United
States and Canada

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Managing Editor	-	-	-	-	-	-	-	C. J. Nuttall
Advertising Manager	-	-	-	-	-	-	-	G. V. McCune
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C. J. Nuttall	-	-	-	-	-	Secretary

CHICAGO	SEATTLE	NEW YORK
440 S. Dearborn Street	L. C. Smith Bldg.	27 Warren Street
Telephone Harrison 6113	Phone Main 6865	Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month.
Subscription rate \$2.00. Single copies 20 cents

An Earnest Printer's Soliloquy

"WELL, here it is—Nineteen Twenty-two. And here am I with a fine long year lying ahead of me—spotless—unmarked, awaiting the impression of my deeds and thoughts.

"I cannot hope to set it, line after line, without an error. But I can strive to turn out the cleanest proof of my life.

"First: I resolve to keep regular hours. I am going to be certain of reaching that office at the proper hour every morning—hitting it a wee bit ahead of time will do no harm. It will encourage the men in the shop. It will serve as an example to every one in the office. It will insure my being able to take care of an ordinary day's schedule. I'll be able to prepare my day's work without haste—catch the possible phone call of an early customer and, in general, get the edge on the day's demands.

"Second: I shall keep my head. I shall greet them all with an honestly cheerful 'howdy-do.' I shall tell the shop of an error or an oversight in serious tones without loss of temper. I must take the defeat of a lost order without sinking of heart or anger at my competitor.

"Third: I resolve to have the strength of character to always ask the honest price, neither too high because I can get it, nor too low because I fear the cut of a competitor or because I yield to the wiles of a shrewd buyer.

"Fourth: I shall avoid the foolish promise. It has cost me dear in years past. What I fear I cannot do I will not promise. What I promise I shall earnestly strive to do, or, failing, be able to render a truthful explanation of my failure.

"Fifth: The shop is entitled to a square deal and I'm going to give it that. No more will I hold an unwritten order on my desk until necessity forces its being written and sent to the shop marked 'rush!' No more will undecipherable copy come from my desk. I'll encourage the

customer to better preparation and where he fails I'll have the matter prepared in the office that the shop may read it aright. I propose giving that shop intelligible layouts. I'll determine its ability to live up to any stiff promise I make *before* I make it.

"Sixth: I shall profit by past experience and learn to 'write it down.' When a customer makes requests or tenders instructions, I'll put them on paper. In turn, I'll avoid transmitting them verbally to a superintendent who is trying to remember the details of three hundred orders. I'll write them on the job ticket or give him an intelligent memorandum.

"Seventh: I shall try to make every piece of printing worthy of its name. Better it shall be, that it may bring better returns to the purchaser.

"In sticking to these resolutions of mine I shall be upholding the standards of our craft—the standards Benjamin Franklin himself has set.

"And if, at the end of the year, my books show a good profit—then that will be all right, too."

Take Your Choice

THE question of lower prices is eternally with us. Demands made by customers are becoming such that they cannot be ignored. Yet the present day margin of profit is so small that to lower prices without lowering costs invites disaster.

We quote below the opinions of two different men, each successful in his own line. One is an opinion recently given by a lawyer friend:

"He who lives by the cut price is sapping the inspiration of his trade, for he leads not only himself, but his contemporaries from the ideals of their craft and turns their efforts from making their product more worthy and more effective to the hideous task of lowering its cost at whatever hazard to its merit."

On the other hand, we repeat, as best we can, the words of an official of a successful firm:

"In your efforts to maintain war-time prices for printing you are fighting the spirit of the times. It matters not if printing was sold too low before. Business demands recession in costs. You expect it in clothing, in food, in furniture, in everything. You censor landlords for not reducing rents, yet you ask us to pay the same prices for your printing efforts. It is up to you to charge less for printing—lowering your costs as best you can—if you expect us to wholeheartedly renew *advertising* activities."

Take your choice.

It Takes a Sense of Humor Sometimes

A PRINTING buyer insisted that if his copy was properly written, it didn't make any difference whether the circular was well printed or not. His printer had a sense of humor and answered him with this verse. We cannot vouch for its originality:

It isn't always what you say,
But more often in the way you say it.
What would an egg amount to pray,
If the hen sat on the roost to lay it?

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers

GLUING, GUMMING—Labels of all kinds

STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

DIE CUTTING—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPLING—ROLLER EMBOSING

It Can Be Done and Is Being Done!

ONE of the largest millwork catalogs in number of pages and size of edition that has ever been printed in the United States has just come from the presses of the Hugh Stephens Printing Company, Jefferson City, Mo. It is for the Waco Sash and Door Company, of Waco, Texas.

The catalog has other claims to distinction other than its size. The color handling is unique throughout and forms an appropriate and effective method of showing the merchandise. The typography is also unusual and the treatment of the whole subject is such that any firm, no matter what its size, would be glad to place its imprint upon it.

The catalog is permanently bound by a secret process belonging to the Hugh Stephens company and which that concern has named "Kraft Built." The name "Kraft Built" has been trade-marked and the Jefferson City company is stressing the value of this style of binding for semi-permanent commercial catalogs.

The Hugh Stephens company writes: "We don't mean to brag, but isn't this catalog just a little more than you would ordinarily expect from Jefferson City, Missouri?" It is and it isn't. We have seen some mighty good work from this same source and have come to believe that Jefferson City can produce as excellent printing as New York or Chicago. In fact, we know it can. Size of city or plant need not determine quality, as proved by this one company and many others located in the smaller cities. Such work as the Waco Sash and Door Company catalog should be an inspiration for every other printer throughout the country.

Thank You!

BEN FRANKLIN MONTHLY makes grateful acknowledgment of seasonal greetings from George H. Benedict, Chicago; Skaer Printing Co., St. Louis; Hillison & Etten Co., Chicago; Con P. Curran Prtg. Co., St. Louis; Joseph Deutsch, Chicago; Wm. R. Joyce, New York; James H. Coy, Chicago; E. A. Harris, Maine Typothetae; Diem & Wing Paper Co., Cincinnati; Republican Publishing Co., Hamilton, O.; Danna T. McIver, Chicago; Seaman Paper Co., Chicago; Ben C. Pittsford Co., Chicago; Clara J. Shepard, Chicago; Tom Bateman, Cincinnati; H. B. Rouse & Co., Chicago; Rex Paper Co., Kalamazoo; R. W. Van Valer, St. Louis; American Writing Paper Co., Holyoke; J. H. Bordeaux Co., Springfield, Mass.; *Industrial Digest*, New York; J. R. Russell, Chicago; Charles H. Collins, Chicago; Harry Hillman, Chicago; Butler Paper Corporations, Chicago; Marion S. Burnett Co., Chicago; Trade-Shop Typesetters, Inc., Chicago; Alling & Cory Co., Pittsburgh; Great Lakes Paper Co., Chicago; Joseph A. Singler, Chicago; Henry M. Ellis, New Or-

leans; Buckie Printers' Roller Co., Chicago; Clark-Sprague Prtg. Co., St. Louis; Pontiac Engraving and Electrotype Co., Chicago; Frank A. Borchers, Chicago; Bourke-Rice Envelope Co., Chicago; W. J. Sheridan, Chicago; Weese Prtg. Co., Joliet, Ill.; Breitenbach Lino-typing Co., Cincinnati; Canada Printing Ink Co., Toronto; Barnes-Crosby & Co., Chicago; H. R. Morgan & Co., Chicago; Arnold Joerns Co., Chicago; Gaw-O'Hara Envelope Co., Chicago; Neuner Corporation, Los Angeles, Calif., and Smith Printing Co., St. Paul, Minn.

Meeting Unfair Competition

NORMAN T. A. MUNDER, of Baltimore, has done another service for the printing industry through the publishing of "Outgeneraling Unfair Competition," an address given by Henry M. Ellis, managing director of the New Orleans (La.) Typothetae. Mr. Ellis names six kinds of unfair competition met by the printer, the first of which is from vendors of duplicating devices who claim their machines will produce printing at 50 per cent less cost than legitimate printing plants; second, from the printer who quotes, through inexcusable ignorance, prices that are too cheap; third, from the printer who subscribes to a price list because he does not know how to estimate and then refuses to believe the figures the price list contains; fourth, from the printer who subscribes for a price list and deliberately quotes from 5 to 10 per cent off; fifth, from the printer, order taker or salesman who, in competition, induces the purchase of cheaper stock, the elimination of color work or substitutes lighter stock or lower quality on the unsuspecting customer, and sixth, from the printer who pads his cost system.

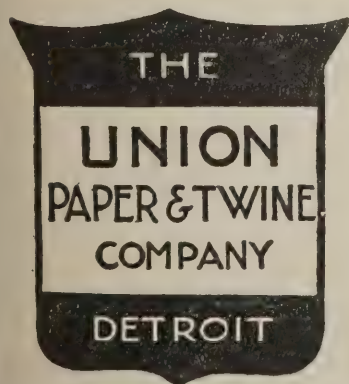
The remedy for all of these unfair practices is given in the pamphlet, a copy of which can be obtained by writing Mr. Munder, Coco-Cola building, Baltimore.

Printers Appraisal ESTABLISHED 1906 Agency [Printing Plants] Incorporated [Exclusively]

536-38 So. Dearborn St. Chicago

A Record of Twelve Consecutive Years
in One Chicago Plant

Endorsed by the Franklin-Typothetae of Chicago



RADIUM BOND

(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
—"MILL PRICE LIST" PAPERS—

The Superior Typesetting Company

*specializes in
Monotype
& Linotype
composition
and makeup
for the trade
with service
that cannot
be excelled
Try it and be
convinced*

Composed in Monotype Caslon
No. 337 and Border No. 26a by
Superior Typesetting Company
732 Federal St. Harrison 2755

What Makes the Cogs Go Round

Continued from page 18

When re-adjustment loomed up, Henry Ford found that he would need forty-odd million dollars to meet early obligations. Wall Street discovered it, too, and hurried to suggest a loan. Mr. Ford declined to borrow, closed his plant down six weeks for an inventory to find out where he stood, and raised the money by cutting out inter-departmental slack and stimulating teamwork. There were ninety-three thousand finished automobiles on one hand, and a sales organization capable of increasing its activities on the other. When the sales force knew what was necessary, it sold the cars. There was a war-swollen supervisory organization of desk men. The desks were sold, and the men offered production jobs in the factory. Mr. Ford owned a railroad by which, through quickening the traffic in both raw materials and finished cars, he cut down the material and finished product investment nearly \$30,000,000. Had these drastic changes been attempted without letting employees see the wheels, there would unquestionably have been misunderstanding and opposition. By making the whole situation plain to everybody, there was such teamwork that the labor and overhead cost of building a "Tin Lizzie" dropped nearly ten dollars a month during the next six months.

After making a study of two hundred employee publications, Professor Robert E. Park, of the University of Chicago, says that while most of them seem to be edited for the employer and at the employee, yet their publication assumes that the relation between employer and employee is not one of mere money, and that there is nothing that so satisfactorily ameliorates understanding between employer and employee, and maintains morale, as a well-conducted employee publication. This conclusion may be broadly applied to all honest information given employees by employers, by whatever method distributed. The remarkable increase in such information is not wholly voluntary on the part of executives—it grows because there is a genuine employee demand for it.

Why Printers Call Me a Shopper

Continued from page 17

likely to do much better in direct-by-mail advertising.

In the writer's opinion, which is concurred in by many other printing buyers, the trade needs to devote more attention to the setting of advertisements, and to make it worth while for journeymen to develop their talents along this line. The majority of publishers would be glad to pay extra for clever ad setting, and the printer could pay his experts more money for being experts, without affecting his own pocketbook.

To make a long story short, the average buyer of printing is willing to pay for quality in his printing, just as he is willing to pay for quality in a suit of clothes.

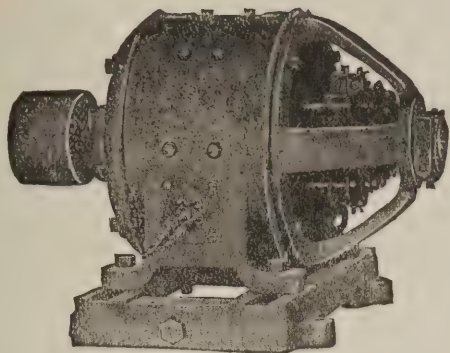
The next time your customer goes shopping, find out why—and give him a different set-up.

Linotype Composition for the Trade

Get our Prices. They are Reasonable.
Work handled promptly
and satisfactorily.

LAFAYETTE TYPESETTING COMPANY
(Incorporated)
225 N. 5th, LAFAYETTE, IND.

STOP! LOOK! LISTEN!

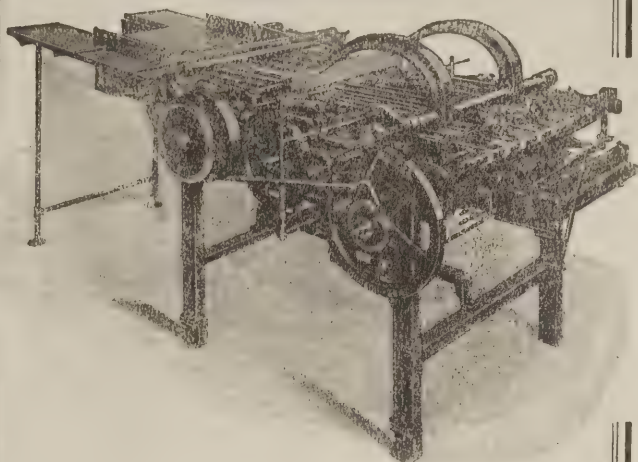


Complete electrical equipment furnished and installed for any machine used in the printing trades.

A special department for repairs and maintenance. Service you will like. Wiring by *electricians* who know how.

Hyre Electric Company
619 South Dearborn Street
Harrison 1182

Speed — Accuracy — Simplicity COMBINED IN THE Anderson High Speed Job and Circular Folder No. 310



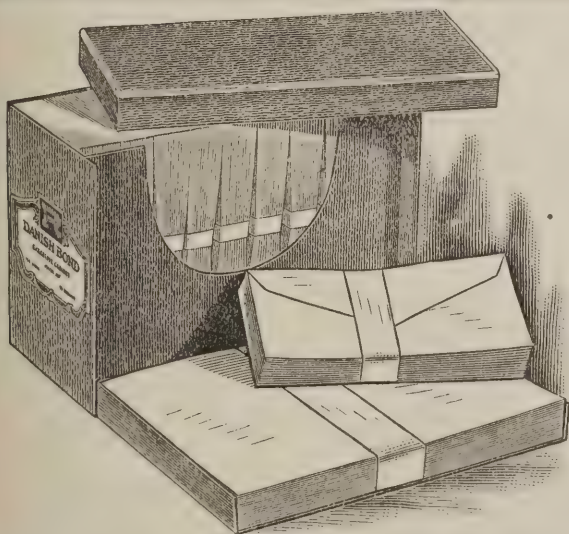
Here's the machine that was folding and perforating 25x38-in. sheets (16-pp right angle) at the recent Graphic Arts Exposition at

5,000 SHEETS PER HOUR

Let us send you details

C. F. Anderson & Co.
3225-3231 Calumet Ave. CHICAGO

Just send this coupon!



We'll send you the new sample book of Midland Executive Cabinets—the new offerings in business stationery:

MIDLAND STATIONERY CABINETS

They are individual cabinets of stationery, convenient to use and dustproof. Each cabinet contains 250 envelopes and 250 letterheads. Just the thing to fill the small order for stationery. Offered in three well-known, practical business papers at reasonable prices.

MIDLAND
PAPER CO.
322 W. Wash-
ington St.
Chicago

Send me, without obligation,
your sample book of the new
Midland Stationery Cabinets.

Mail this coupon and will
put you down for one of the
attractive sample books.

Name

Address

CERTIFICATE BOND This moderate priced favorite in two sizes, both from white, Substance No. 20: 250 6¼ Envelopes—250 Letterheads, 8½x11, 250 Two-fold Envelopes—250 Letterheads, 7¼x10½

The DANISH BOND This well-known quality bond, in white, Substance No. 20, in cabinets of 250 Two-fold Envelopes and 250 Letterheads, 7¼x10½ inches in size.

SNOWDRIFT LINEN A beautiful, snow-white writing of dignified elegance. Either laid or wove-velvet finish, Substance No. 28: 250 Two-fold Envelopes and 250 Letterheads, 7¼x10½ inches.

MIDLAND PAPER CO. 322 W. Washington St., Chicago
Telephone Main 142

UNITED STATES AT LARGE

Employing Printers' Association of Oklahoma will hold a two-day session in Oklahoma City, January 12 and 13. The Oklahoma Press Association will hold its mid-winter meeting in the same city, January 13 and 14. The program for the commercial printers is being prepared by J. L. Cockrell, Tulsa, president; W. R. Martineau, Oklahoma City, vice-president, and Harry Jolly, Carnegie, secretary. The first meeting is to be held at 10 o'clock Thursday morning, when an informal discussion on labor contracts, labor conditions and labor turn-over will be held. Shop practices, apprenticeship and group insurance for employes will also hold important places on the program. The press meetings will be held at the Huckins hotel, but no place has yet been decided upon for the commercial meetings.

J. E. Tobin and L. J. Verseput have taken over the Brock Typesetting Shop of Grand Rapids, Mich. The name of the concern has been changed to the Central Trade Plant. The company has three Linotypes, a Monotype department and departments for hand composition and makeup. Both Mr. Tobin and Mr. Verseput are practical printers of many years' experience. The concern is located at 106 Pearl street, N. W., Grand Rapids.

Ninety-eight members were taken into the Dayton (O.) Club of Printing House Craftsmen before the closing of the charter December 15. The club has as members craftsmen in Dayton, Springfield and other nearby towns. John Kyle, of Chicago, and N. A. Altman, of the Butler Paper Corporation, were speakers at the meeting of December 15.

The Prudential Insurance Co., of Newark, N. J., has purchased a large plot of land in the center of that city and will erect a factory building into which to put its already large printing and lithographing plant. An eight story building will be erected which will give floor space of about 130,000 square feet.

The Mt. Vernon Printing Co., Mt. Vernon, Ill., was incorporated last month for \$32,000 to do a general printing and publishing business. G. F. M. Ward, O. H. Kimmel, J. H. Lambur, W. N. Atkinson and T. A. Clark are the incorporators.

A campaign to get buyers of printing to patronize the open shops of the city was started last month by the Open Shop Printers' Association of Dallas, Texas.

Erwin Paper Co., of Quincy, Ill., has obtained the agency for Systems bond, made by the Eastern Manufacturing Co.

The Government Printing Office at Washington, D. C., is to train apprentices, after a period of 35 years during which no such training was given. Public Printer George H. Carter, who is responsible for the reinstatement of apprenticeship training, has the following to say in his report recently submitted to Congress:

"The subject of training apprentices in the various trades of the Government Printing Office was taken up near the close of the fiscal year, and the conclusion was reached that the apprentice system which was discontinued by this office more than thirty-five years ago ought to be re-established.

"A plan for examining and appointing apprentices has been submitted to the Civil Service Commission. It is expected that a suitable examination will be held in the near future and that the training of apprentices thereunder can be started in a short time.

"Unfortunately, the printing act of 1895 limits the number of apprentices to twenty-five. If the system proves as successful as it has generally in the printing trade, this limitation ought to be removed at an early date."

Altogether, a total of 433 veterans of various wars are working at the big national print shop—20 from the Civil War, 124 from the Spanish War, and 289 from the World War.

Trade plant owners from the first district, comprising the states east of the Alleghany mountains, will meet in New York City at the Hotel McAlpin, February 2 and 3. The first day will be given over to discussions of problems confronting the trade composition branch of the industry while the second day will be devoted to amusements with trips through several of New York's largest trade plants and plants of machine manufacturers. The members will be guests of the New York association the first night at its annual dinner-dance at the Hotel McAlpin.

A Graphic Arts exhibit was opened in Philadelphia, December 6, by the American Institute of Graphic Arts, under the auspices of the Typothetae of Philadelphia. The exhibit, said to be the first of its kind in the city, took place in the gallery of the Art Club. Included in the gold medal display were several creations of William E. Rudge, New York; Norman T. A. Munder, Baltimore, and the Franklin Printing Co., Philadelphia. Thomas J. Devery had charge of the exhibit.

Frank M. Vawter, for 28 years one of the heads of the manufacturing plants of the Baker-Vawter Co., Benton Harbor, Mich., and Holyoke, Mass., has joined with J. S. Luckett, organizer and builder of the Luckett Loose Leaf, Ltd., Toronto, in the formation of a new company to be known as Vawter-Luckett, Ltd., Toronto.

The Tucker Printing House, Jackson, Miss., the largest printing plant in the state, has declared for the "Open" shop.

A co-operative advertising campaign of all those interested in the Graphic Arts has been started in Canada by the Toronto and Montreal Typothetae and the Canadian Pulp & Paper Association. The campaign has as its purpose the stimulating of printing sales.

A series of twelve mailing pieces has been designed by a director employed by the associations concerned. This man prepares copy and lay-out for all advertising matter sent out and supervises its production, under the guidance of the Typothetae associations.

The cost is borne by the paper men, printers, engravers, and envelope makers, all of whom furnish the materials and labor which enter into the mailing pieces. Postage is paid by the paper association. The campaign is to reach buyers in the eastern half of the dominion, later to be extended to the Pacific coast. The literature is mailed from Montreal and Toronto, and is signed by the Montreal and Toronto Typothetae, thus localizing the campaign. There are only 18,000 prospective buyers of direct-mail printing in the province, simplifying the campaign to a very great degree.

The annual meeting of the Ben Franklin Club of St. Louis, December 14, resulted in the election of Frank W. Corley, Con P. Curran Printing Co., as president; Earl R. Britt, Britt Printing & Publishing Co., as first vice-president; Clarence R. Comfort, Comfort Printing & Stationery Co., as second vice-president, and D. J. Kerwin, Woodward & Tiernan Printing Co., treasurer. Eleven new members of the executive committee were elected at the same time. They were Edward Buschart, R. T. Deacon, H. S. Collins, S. R. Griswold, G. B. Gannett, E. F. Hogan, Conrad Kutterer, O. J. Lawder, Isador Mendle, J. S. Skinner and Warren Skinner.

The election was preceded by a dinner at the City Club attended by 144 members. Following dinner and the business meeting an elaborate program of entertainment was carried out.

On behalf of certain creditors of the Peninsular Press, Detroit, an involuntary petition in bankruptcy was filed December 17. On the same date, Judge Tuttle appointed Lawrence J. Deferie, assistant manager of the Typothetae Franklin Association, of Detroit, as receiver.

The National Association of Employing Lithographers announced a 12½ per cent cut in the wages of employes in that industry December 12. The new scale went into effect January 1.

The annual dinner-dance of the New York Machine Composition Association will be held at the Hotel McAlpin, Thursday night, February 2.

The next annual meeting of the South-eastern Typothetae Federation will be held in Memphis, Tenn., in May. The exact date has not yet been decided.

NUZUM ELECTROTYPE COMPANY

FORMERLY LAUDON-NUZUM

ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES

340-346 JEFFERSON STREET
MILWAUKEE, WIS.

PHONE BROADWAY 1279

MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

The Educational Department of the United Typothetae of America has undertaken the task of increasing the use of the Standard Guide issued by that organization. The Standard Guide is the list of suggested prices issued by the U. T. A. It is proposed to start classes among printers in various cities for the purpose of teaching the proper use of the Guide. This work has been intrusted to Jack Tarrant, for some time a member of the Research department of the organization, which has charge of the compilation of the Guide. Mr. Tarrant's work will take him to practically every city in the country where local organizations exist. He has already visited Ottawa, Montreal, Toronto and Buffalo and Lincoln, Neb., where he delivered addresses and aided in the formation of Standard Guide classes. A course of study is now in process of preparation, a number of the lessons having been completed and are now in use.

Mr. Tarrant's knowledge of costs in the printing trade obtained through years of practical experience at the business end of the printing plant and through his work with the Research department furnishes him with the information necessary for successfully carrying out this promotional work.

Since the U. T. A. announced the selection of the slogan, "Printing—the Mother of Progress," other organizations have announced similar slogans. The National Photo-Engravers Association has chosen "Engraving—the Mother of Printing," while the Duplicating branch of the industry has chosen "Duplicating—the Daughter of Progress," making that industry a granddaughter of Printing, and the great granddaughter of Engraving. Let 'em come—perhaps we can discover ten or twelve more generations in the industry.

The Manufacturing Stationers, Inc., of Phoenix, Arizona, has made a statutory assignment to the Arizona Wholesalers' Board of Trade for the benefit of its creditors. The book assets, eliminating questionable accounts, are approximately \$69,057.78. The liabilities, secured and unsecured are approximately \$50,102.58. The plant will be operated by a creditor's committee, A. J. Doud, former superintendent, having been appointed as assignee to assist in the management of the business.

The annual meeting of the New Orleans Typothetae will be held the night of January 12. J. Linton Engle, president of the U. T. A., will be one of the speakers. The President's cup for the best all around record made by one of the members will also be awarded at that time. Attendance at meetings and co-operation shown are the factors which determine the awarding of the cup.

Cambridge University Press, Cambridge, England, recently celebrated its four hundredth anniversary.

At the first meeting of the special committee appointed by E. F. Eilert, president of the New York Employing Printers' Association, to arrange for the annual dinner dance, January 16, in honor of Benjamin Franklin's birthday, Irving D. Bothwell, of the Devinne Press, general chairman of the dinner and dance committee, announced the appointment of the following chairmen to co-operate with him: Budget and finance—Jos. Fleming, Fleming & Reavely, Inc., printers. Invitations, programs, tickets, etc.—Clarence Odell, Redfield, Kendrick & Odell, printers. Publicity—Robert E. Ramsay, J. F. Newcomb & Co., Inc., printers. Prizes and favors—E. J. O'Hayer, Miehle Printing Press & Manufacturing Co., machinery. Entertainment and decoration—J. C. Oswald, *American Printer*. Music and dancing—L. Lehmaier, Jr., L. Lehmaier, printers. Menu and seating—I. D. Bothwell, Devinne Press, bookbinders.

A manual textbook, dealing with the operation of the entire post office department and methods of utilizing the postal system, is being prepared by a committee in Minneapolis for introduction in the grade schools of Minnesota, with the hope of ultimately establishing this book in other public education institutions throughout the country.

It is hoped to instruct children while they are young how to use the post office, in an effort to lessen the mistakes which are costing the government millions of dollars.

Approval of the undertaking has been given by Postmaster General Will Hayes, who, after the manual is completed, will give his and the department's authorization to use the book in the public schools.

The Typo Mercantile Agency, 438 Broadway, New York, announces that George R. Northrop and Thomas P. Longmore have been elected vice-president and treasurer, respectively, of that agency. E. Schalk and Frank J. Roscoe have joined the reporting staff.

The Webb-Biddle Co., Cincinnati, is now established in its new store on Fifth street, near Main, and has a very handsome window display at its new place of business. The company is now busy in moving its factory to the same location.

International Typographical Union announced last month that a cut of 3 per cent would be made in the strike assessment of its members, reducing that assessment from 10 to 7 per cent of each member's salary. The reduction is retroactive to December 1.

Union employees in Pueblo, Colo., printing plants have started agitation to keep all local printing orders within the city, claiming a great many Pueblo business firms now have their printing done out of town.

The regular monthly meeting of the Milwaukee Club of Printing House Craftsmen, the local unit of the international organization, was held on Thursday evening, December 22, at the Republican house.

Walter G. Penhallow, of the Milwaukee Typothetae, gave a very interesting and instructive talk on "Organization." A one-hour open forum followed, in the course of which many suggestions were made that undoubtedly will prove very helpful in promoting the objects of the craftsmen movement in Milwaukee. Nearly every member present took an active part in the discussion, and a get-together spirit of good-fellowship was the outstanding feature of the gathering.

In a centrally-located dining room, a table is reserved for a noon-day lunch and every craftsman is requested to make an effort to put his feet under it every Thursday, and any craftsman visiting Milwaukee is cordially welcomed at this fellowship board.

Orders were issued December 1 by Judge A. L. Miller of the Probate court of Terre Haute, Ind., closing the printing business in the basement at 311 Ohio street, that city. The shop had been operated for several weeks by Carl Mader as administrator for the owner, who died some time ago. The claim was made that Mader had no legal right to operate the plant.

R. W. Behymer, organizer for the U. T. A. for a year and a half has purchased the Wood River Journal, Wood River, Ill., where he will continue publication of the paper. The name of the company has been changed to the Wood River Printing & Publishing Co. The company also has a job department.

William A. Vawter, of the Baker-Vawter Co., Benton Harbor, Mich., and Holyoke, Mass., died December 25 in a sanitarium in Atlanta, Ga., where he had gone for his health. Mr. Vawter was 62 years old and lived in Evanston, Ill.

The Gage Printing Co., Ltd., Battle Creek, Mich., has completed a four-story addition to its main building into which it has moved its photographic studio and several other departments.

The Second District of the International Trade Composition Association will meet at the Hotel Sinton, Cincinnati, Ohio, March 17, for a conference on matters pertaining to the machine composition business.

Charles T. Boener, vice-president of the Harrison-Smith Printing Co., Minneapolis, died last month. He had been active in the industry in Minneapolis for many years.

The American printer producing catalogs for distribution in Canada must label every catalog "Printed in U. S. A.," even though they are shipped in packages.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

Urging that Canadian unionists secede from the International Typographical Union, Roland Lambeth, writing in the *Canadian Printer and Publisher* for December, declares Canadian union printers were forced to strike for the 44-hour week by union headquarters at Indianapolis and that they struck against their will. The writer, who claims to have been a member of the I. T. U. for two decades, continues: "Canadian workmen are frequently compelled, willy-nilly, to trail along with the procession regardless of what such action may cost themselves or their employers." Mr. Lambeth likens the Canadian members to the tail of a dog which must wag when the rest of the dog demands it. The issue has been raised because of the heavy recruiting of union plants to the ranks of the "Open" shops, the writer declaring the action of union officials on this side of the border has endangered all unionism in Canada.

An injunctive order, restraining members of Milwaukee (Wis.) Typographical union, No. 23, from congregating in groups about the plant of the Trade Press Publishing Co., and other publishing companies was signed last month by Circuit Judge Oscar Fritz.

The order is in compliance with a decision recently handed down by the United States supreme court that one picket may be stationed at each point of ingress and egress to a plant, if their purpose is a thoroughly peaceful one, and that all others should be enjoined from congregating and loitering about the building. Picketing as it is commonly understood and practiced, therefore, is given a setback.

The order is a result of a recent strike by members of the union.

The Hurley Printing Co., Camden, Ark., has been organized with the following officers: Curtis B. Hurley, president; Mrs. Curtis B. Hurley, vice-president, and Fred D. James, secretary-treasurer. The capital stock of the new company will be \$25,000. The new organization has taken over the business formerly known as the Smith Printing Co., which in addition to having one of the most modern country printing plants in the south, owns and controls several county seat weeklies in southern Arkansas.

P. T. Foley, owner of the Railway Printing Co., Parsons, Kans., has ordered an open shop plan in his printing establishment. Mr. Foley formerly was mayor of Parsons. The printing company is one of the largest in southeastern Kansas and handles the bulk of the printing for the Missouri, Kansas & Texas railroad.

The Toronto Club of Printing House Craftsmen held its annual election of officers at a well attended supper meeting at the Mossop hotel, December 7th. Officers elected for coming year were as follows:

President, Chas. W. Keates, Southern Press, Ltd.

Vice-President, H. D. Tresidder, MacLean Publishing Co.

Secretary, T. H. Saunders, Southern Press, Ltd.

Treasurer, G. C. Lumbers, Business System, Ltd.

Board of Governors: Arthur C. Relf, Southern Press, Ltd.; J. O. Hutchison, MacLean Publishing Co.; George Smith, Saturday Night Press; Chas. E. Moore, R. G. McLean, Ltd.; Geo. Parry, Rous & Mann, Ltd.

The public will save approximately \$1,500,000 a month as a result of the elimination of the war tax on express shipments, according to George C. Taylor, president of the American Railway Express Co.

The "Revenue Act of 1921" eliminates the war tax of 1 cent on every 20 cents and fractions thereof in transportation charges on all express shipments. This tax during the year of 1920 amounted to \$17,502,918. The average transportation charge for each express shipment was approximately \$1.50 and the average war tax for each shipment was 8 cents.

The elimination of the tax, therefore, will virtually amount to a decrease in rates of a little over 5 per cent.

The National Association of Printing Ink Manufacturers is backing legislation to prevent bribery, claiming that the sale of printing ink is very often influenced by this means despite the "gentlemen's" agreement among ink men made two years ago which aimed to wipe out this trade evil. The conclusion has been reached that the only way to do away with bribery is to pass stringent laws providing heavy penalties for giving and accepting such bribes.

Miss Anna E. Nolan, editor and publisher of the Monroe City (Mo.) *Semi-Weekly News* and secretary of the Northeast Missouri Publishers' and Printers' Association, has been made secretary to Dean Walter Williams, of the Missouri School of Journalism. Dean Williams is touring the Orient following the International Press Congress held last Fall in Honolulu and Miss Nolan is now on her way to join him there.

Omar R. Henderson has disposed of his interests in the Hanover (Kans.) *Democrat-Enterprise* and has purchased the Morgan County *Republican*, at Brush, Colo.

Following a banquet held in the Fern room of the Hotel Pfister, December 13, members of the Milwaukee Typothetae installed officers for the coming year.

A precedent was established at this meeting, in that wives of the members of the organization were present by special invitation.

The entertainment consisted of solo dancing, singing and music by an orchestra. Following the banquet the new officers were installed: Charles Gillett of Gillett & Co., president; E. P. Hoyer of the E. P. Hoyer Printing Co., vice-president; Nic Meuser of the Meuser Printing Co., secretary, and George W. Bollow of the Breithaupt Printing Co., treasurer.

Gilbert J. Haan, secretary and treasurer of the Grand Rapids Calendar Co., Grand Rapids, Mich., for the past 10 years, has severed connections with that firm and has organized the Calendar Publishing Co., which began operations January 1.

Associated with Mr. Haan in the new enterprise are Hiram R. Gezon and Benjamin Gezon of the C. W. Mills Paper Co.; Peter J. Haan, and Erwin L. Haan, son of Gilbert Haan.

Willow White, for years prominent in the printing business in Moline, Ill., has sold his commercial printing establishment at 1210 Fifth avenue to Charles A. Johnson, superintendent of printing for the Moline Plow Co., and S. F. Parker of Rock Island, a representative of the Paper Mills Co. of Chicago.

The ideal temperature for a pressroom is 70 degrees, according to *Canadaink*, house organ of the Canada Printing Ink Company, Toronto, which recently queried large printers of Toronto on the subject. Humidity should be about 60 per cent for best results, according to the same source of information.

All daily newspapers on the Pacific coast from Canada to San Diego, either have or will reduce the size of their columns from 12½ ems pica to 12 ems. Paper mills supplying that territory are being urged to make 105-inch paper instead of the present 120-inch roll, in addition to 70-inch and 25-inch rolls.

If the paper used by the government printing office during the year were laid flat at a thickness of one sheet it would cover approximately thirty-five square miles, and if made into octavo books, piled one on the other they would soar 500 miles into the air, Public Printer Carter estimates in his annual report filed with congress.

WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO. PRINTERS' ROLLERS and Tablet Composition Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.

Good, Clean Printing

comes only from good, new type. Maintains the Quality and Cuts the Cost. Your customers want high-class work—we know this because you send the composition to our plant. But—to follow the thought—what is the condition of the type in your cases? Stock up your composing room with brand new first-class material from our hard metal department. Maintain the quality and cut the cost.

Do not confuse our type with composing machine product. Ours is foundry made.

We are equipped to supply you with the service and material so essential to your success. We maintain continuous day and night service for composition and make-up.

Mathews Typesetting Co.

Phones Harrison 4086 and Harrison 2083
Composition Linotype and Makeup
626 Federal Street Chicago, Ill.



Home of the
GLOBE
ENGRAVING &
ELECTROTYPE
COMPANY

DESIGNING
RETOUCHING
HALFTONES
ZINC ETCHINGS
COLOR PLATES
WAX & WOOD
ENGRAVINGS
LEAD MOULD
NICKEL-STEEL
ELECTROTYPES

701-721 S. DEARBORN ST., CHICAGO
Telephones, HARRISON 5260-5261-5262 All Departments

CHICAGO

George McKibben, E. G. Hitt and Harry L. Everest, of Chicago, and I. T. Hanson, of Washington, D. C., have announced their intention of organizing a company in Chicago for the purpose of printing by the offset process in connection with a fast and modern plate printing method, railroad tariffs, ruled form books, etc. The company is to be capitalized for \$100,000.

The company has arranged for plant equipment sufficient for printing 1,000 pages of tariff every 24 hours. The plant is to be ready before April 1, 1922. Branch offices are to be opened in Washington, D. C., and St. Louis.

It is said the company plans to revolutionize the production of tariffs. Previously it has been necessary to set the type on machines. The new process uses typewritten copy from which plates are made. The tariffs are to be printed on high speed, self-feeding, automatic offset presses. The time saved by this process will be one of its strongest recommendations. This feature is vital to railroads when changes are made in rates.

An amalgamation of interest to Chicago master printers is that of O. A. Koss & Co. and the C. H. Morgan Co., which took place January 1. O. A. Koss & Co. was established in 1907 and the C. H. Morgan Co. in 1880. Both companies are very well known through their associations with printing trade organizations, and officials of both have been active in promoting the welfare of the industry in general. The name of the company is now Koss, Morgan & Brookes, Inc. O. A. Koss is president, C. H. Morgan, vice-president; Morton S. Brookes, treasurer, and R. A. Morgan, secretary. The combined plants will continue to be located at 117 West Harrison street.

Due to the fact that applications for enrollment in the Kelly Press school kept coming in about as fast as graduates were turned out, Manager C. P. Soule, of the American Type Founders Co., 519 West Monroe street, Chicago, decided to close the school on December 17 and conduct another term in the Spring. Announcement of the opening date will be made later. The six daily classes taxed the two instructors to the utmost and the interest of the pupils has been so great that a post-graduate course will be held starting January 3 and continuing for about one month.

W. J. Keifer, of the Abbey Press, 2812 N. Clark street, has purchased property on Broadway for \$12,000. The ground will be improved with a modern building in which Mr. Keifer expects to locate his plant as soon as completed.

Chicago Incorporations for December, 1921

Acme Loose Leaf Co., 426 S. Clinton street. Capital, \$5,000. Manufacture and deal in loose left devices, etc. Incorporators: Armin Fischer, Irving S. Berlin and Louis Stein.

The General Organization Co., room 819, 123 W. Madison street. General engineering and contracting business, printing, publishing, advertising and manufacturing business. Incorporators: Bernice Hoyt, Lucius E. Wilson, S. W. Paltzer.

The Tamworth Record Co., Marine Trust building. Capital, \$5,000. Printing and publishing business. Incorporators: Edw. S. Martin, John E. McCarty, Bert M. Caba-nagh, Wm. M. Hartzell and Franklin M. Hartzell.

Monroe Publishing Co., 856 East 63rd street. Capital, \$1,000. Manufacture and deal in books, magazines, printing business. Incorporators: M. E. Fleming, M. R. Leach, C. N. Leach.

School Methods Publishing Co., room 604, 104 S. Michigan avenue. Capital, \$100,000. Manufacture and deal in educational, school and miscellaneous books, magazines and publications. Incorporators: Daniel G. Moore, Frank J. Mackey and Paul N. Dale.

Garland Advertising Art Service, Inc., 58 E. Washington street. Capital \$25,000. Incorporators: James Doyle, John J. Bailey, Ernest Peacock. Advertising and commercial illustrating business.

Smerling-Kupfer Co., 219 W. Huron street. Capital, \$20,000. Incorporators: A. L. Smerling, William Kupfer, David S. Eisendrath, Irving J. Solomon. Printing, engraving and illustrating business.

Management Magazines, Inc., 327 S. La-Salle street. Capital, 2,000 shares, no par value. Incorporators: Mellen C. Martin, Kirk Taylor and Mellen C. Martin. Publishing, printing and circulation business.

Marcus & Marcus, Inc., 538 S. Dearborn street. Capital, 100 shares, no par value. Printing, publishing and advertising business. Incorporators: Benjamin S. Leiser, Samuel M. Marcus and S. Lowrie.

Harry A. Washer & Sons, Inc., 321 North Wells St.; capital, \$3,000. Engage in lithographing, printing, engraving, art work, etc. Incorporators: Irwin Washer, Raphael Washer and Dora Washer.

Changes

Ben P. Branham Co., Chicago; increased capital stock from \$250,000 to \$350,000 and increased number of directors from five to seven.

The Interstate Tablet Co., Chicago; decreased capital stock from \$50,000 and 1,000 shares, no par value, to \$100,000; changed location from 215 W. Schiller street to 1300 Fletcher street, Chicago.

A. W. Shaw Co., Chicago; increased capital stock from \$250,000 to \$600,000.

Kirk Taylor, for a number of years Chicago manager for *Printers' Ink* and well known in the trade throughout the country, resigned from that position last month to become president of Management Magazines, Inc., publishers of *Plant-Restaurant Management*, *School and College Cafeteria*, and *Club Management*. Offices of the company are located at 327 S. La-Salle street, Chicago.

An injunction was granted December 1 restraining the Chicago Pressmen's Union from picketing the plants of those Chicago printing establishments which have gone "open" during the recent labor trouble in this city. The injunction was granted on petition of the nine colortype houses which are now running as "open" shops. The injunction enjoins and orders union pressmen to desist and refrain:

(1) From picketing or maintaining any picket or pickets at or near the premises of the complainants, respectively;

(2) From standing, patrolling or congregating in front of or near the premises of the complainants, respectively, in furtherance of such picketing;

(3) From soliciting or inducing or attempting to induce or influence, by threats, intimidation, force or violence, persons not to enter into or continue in the employment of the complainants, respectively;

(4) From assaulting, menacing, threatening or intimidating persons employed by or going to and from the premises of the complainants, respectively;

(5) From intercepting, stopping, following or interfering with any employee of the complainants, respectively, or their families, at their homes or elsewhere;

(6) From calling or addressing employees of the complainants, respectively, as "scabs" or "finks," and from calling, addressing other epithets or offensive language to the employees of the complainants, respectively;

(7) From attempting for the primary purpose of injuring the complainants, or any of them, by payments or promises of money, offers of transportation, or other rewards, to induce employees of the complainants, respectively, to quit the employment of the complainants, respectively, or, for the purpose primarily of injuring complainants, or any of them, to induce persons not to enter the employment of the complainants, respectively;

(8) From threatening, attempting, advising, encouraging or assisting in the doing of any of the things which are herein forbidden, until this Honorable Court in Chancery sitting, shall make order to the contrary. Hereof fail not, under penalty of what the law directs.

Millard F. Bingham, founder of Samuel Bingham's Sons Mfg. Co., printers' rollers and supplies, 636 Sherman street, died December 28 at his home in Oxford, Md. He established the roller company in 1878. Mr. Bingham was the inventor of several improvements for machine guns and printing devices. He served in the Civil War with Co. I of the 12th New York infantry. He was born in New York in 1847. Mr. Bingham is survived by his wife, two daughters and three sons, Millard F., Jr., Carl G. and Samuel A., all of whom had been associated with him in the business for the last twenty years. Burial took place in Rosehill cemetery, January 2.

Walter Fishers, of Fishers, printers, 623 E. 63rd street, died early last month.

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

MARGACH AUTOMATIC METAL FEEDERS

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

Daniel Boyle, Jr., formerly with the Hillison & Etten Co., James V. Boyle, formerly with Berkshire Co., and J. J. Lovejoy, formerly night foreman of the Hillison & Etten Co., have started a new printing plant at 606 West Lake street to be known as the Boyle-Lovejoy Printing Co. A modern job plant is being equipped and will be in full operation within a week. Daniel Boyle is president of the new company, while Mr. Lovejoy is vice-president and James Boyle secretary and treasurer. The company's telephone number is Monroe 1230.

The southwest corner of Prairie avenue and Twentieth street has been purchased as the site for a \$600,000 six-story plant for the Atwell Printing & Binding Co. George M. Atwell, president of the company, purchased the property from the estates of William L. Grey and John M. Clark, for around \$85,000. The Atwell Printing & Binding Co. has been located at Sherman and Polk streets for the last ten years, and specializes in catalogs and periodicals. F. M. Atwell is secretary of the company.

A. R. Arkin, president Arkin Advertisers Service, Chicago typographers and printers, not only talks the gospel of hearty co-operation between executives and employees, but provides the means for its accomplishment.

Every month a get-together is staged. A luncheon "on the Boss" is a feature and suggests the "Hello Bill and hello Jim" atmosphere. Suggestions for the betterment of the printing art in general are entertained and freely discussed. Ways to improve Arkin service are asked for. The ideas of the office boy are as welcome as those of the executive department.

"After all," insists Mr. Arkin, "The sympathetic feeling that exists in our organization is purely the result of getting acquainted. I believe that every man functioning in this establishment, whether he be in the shop, the office or the sales department has ideas well worth the consideration of his business associates. I regard it as only just to our clients and to the printing industry as a whole that every effort be put forth to promote the development of helpful thought."

"To have a hobby is good for us humans," according to George H. Benedict, of the Globe Engraving and Electrotypes Co. Mr. Benedict believes the hobby he has is a good one and one that should be more generally chosen than golf or pinocle. His is the study of the solar system, and to further knowledge of the heavens his Christmas greeting to friends this year took the form of a chart showing the relative positions of the heavenly bodies and detailing facts not generally known. Mr. Benedict has gained quite a little fame as an amateur astronomer so that his particular hobby has added greatly to his prestige as well as to his pleasure.

H. C. Sherman & Co. have moved from 508 South Dearborn street to the building recently erected at 637-641 South Dearborn street, where the manufacturing department will be located on the third floor, with offices on the first.

James T. Igoe, city clerk of Chicago and president of the James T. Igoe Printing Co., is being suggested as a candidate for mayor of Chicago on the democratic anti-coalition ticket.



Staff of Arkin Advertisers' Service Eat on the Boss

Engdahl Bindery

412-420 Orleans St. (*Just across the New Franklin-Orleans Bridge*) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

*Edition
Book Binders*

Telephone Main 4928

MARINE BOND

(WATERMARKED)

has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22 x 34, 24 x 38 and 28 x 34.

SWIGART PAPER CO., 653-707 S. WELLS STREET

PHONE HARRISON 1155

Protection

NO credit service rendered by a reporting bureau is capable of greater benefit to printers than that offered by the Credit and Collection Bureau of the Franklin - Typothetae of Chicago.

Credit protection demands reliable information.

Right within the Chicago printers' organization is a department of service, valuable to you.

You need its help each day.

KAGEY, at Harrison 6392, is there to serve you.

*Call on
him every
day*

**Printing
Trades Credit
Association**

**538 So. Dearborn St.
CHICAGO**

Plans for active entry of "Open" shop owners into the industrial field, with promotional work such as similar organizations in other cities are now doing, were made last month by the Typothetae Association, embracing open shop members of the Franklin-Typothetae of Chicago.

R. J. Tufts, for the past two years field secretary of the Franklin-Typothetae of Chicago, was appointed secretary of the Open shop association. Offices were opened January 2 at 536 South Dearborn street.



R. J. TUFTS

The Open shop movement has been making such rapid progress during the period since May 1 that it was deemed necessary to establish a working organization to take care of the various activities the executive committee has planned. Some of these activities are as follows:

1. To maintain and operate an efficient employment bureau.
2. To provide means of educating young men to become efficient workmen through the Chicago Typothetae School of Printing.
3. To secure mutual advice, co-operation and assistance in all matters affecting Open shop conditions.

Ben C. Pittsford, of the Open shop association, has prepared some elaborate plans for the enlargement of the Typothetae School of Printing and with the establishment of an efficient employment bureau he feels that the Typothetae Association will be able to render real service to its members.

The association also plans the publication of a bulletin to be printed in the Typothetae school. This bulletin will convey such information as it is desired to furnish members and will act as a means of telling members of workmen listed at the headquarters office.

The organization now has a membership of 253, including seven Trade Composition firms and several Trade Binderies.

Mr. Tufts, the new secretary, has built up an enviable reputation for himself while with the Franklin-Typothetae. He established the North Side, Ad Typographers and Commercial Groups of the local organization and started the *Messenger*, *Tail Light*, *Tonic*, *North-West Side* and *Loop* bulletins now being sent to members of the various Groups. He is personally responsible for having brought 100 members into the parent organization and has conducted monthly meetings of all the various Groups. Previous to joining the Franklin Typothetae he was in the advertising and printing field and during the war acted as Top Sergeant in the U. S. Marine Corps.

On Friday, December 23, after quitting time, old Santa Claus slipped quietly into the plant of Ben C. Pittsford Co., advertising typographers, of Chicago, and put down his bulging pack. Then he looked around and finally found a couple of strong electrotypes boxes on which to set up a bright and shiny Christmas tree loaded with span-gles, and candy canes, 'n everything.

After depositing a phonograph, a wheel of fortune, and a stack of presents, he turned on the tiny colored electric lights that hung all over the tree—and away he went over the house-tops—out of sight.

"Some surprise!"—that's what everybody said, and the entertainment which followed Saturday noon was voted an immense success.

Among many other pleasant features, numbered tickets were distributed and the "wheel" was used to "pick the winners." Everybody was "lucky" from the errand boys to the boss himself. Short talks were made by the officers of the company. The ladies served refreshments, and dancing concluded the entertainment.

Hooper P. Hogan and Charles W. Kellogg, of the American Type Founders Co., were speakers at the December meeting of the Chicago Club of Printing House Craftsmen held December 20 at the City club. Mr. Hogan was former secretary of the Typothetae of Western Pennsylvania at Pittsburgh, having only recently been succeeded by Frank A. Hill.

An item in the December BEN FRANKLIN MONTHLY contained information regarding an increase in capital stock by the James T. Igoe Co., Chicago. The amount of capital stock, after the increase, was given as \$14,000. The amount should have been \$140,000. We take this means of apologizing to the James T. Igoe Co. for our error.

Cupid is still shooting his darts into the hearts of lovelorn printers. The last to fall before the attack of "Dan" is Frank C. Boyle of the Blakely-Sternberg Printing Co. The lucky girl was Miss Mary Anderson of Western Springs, Ill., a tennis player and swimmer of note. The young couple were married New Year's Eve.

The executive office and sales force of the Dwight Bros. Paper Co., employed for a year or more, received a Christmas bonus of 15 per cent of their annual salaries. A distribution of stock was also made among older employees. All unskilled workers were given a flat \$25.00 bonus.

John Young Meloy, vice-president of Slade, Hipp & Meloy, bookbinders' supplies, 119 West Lake street, died December 31, at his home, 6001 Kenmore avenue. His death resulted from heart disease. He was 50 years old. He had been a member of the firm, of which he was vice-president, since its organization in 1892.

Albert C. Stephenson, previously with the Franklin Co. as superintendent, last month joined the staff of Craftsmen Typesetters, Inc., as superintendent. Mr. Stephenson was formerly with Warwick Bros. & Rutter, printers, of Toronto, Canada.

The Rogerson Press, 107-109 N. Market street, announces that H. G. Crowder has acquired a substantial interest in the business and hereafter will have active charge of the organization.

A class for the study of the Standard Guide will be started this month by the Franklin-Typothetae of Chicago. The class will meet one night each week in the assembly hall of the organization.

More than a Price List

Only a very small proportion of the work done in the average printing plant may properly be priced by reference to a "price list"; because *a correct knowledge of production costs* is absolutely essential, in nearly every case, to the quotation of a just price.

Fortunately, there is available at Printing Headquarters—the United Typothetae of America—a book which contains the record of average production, accurately compiled from data furnished by thousands of representative plants all over North America. This book is the *Typothetae Standard Guide*.

To be sure, the Standard Guide also contains selling schedules covering those items which may properly be priced from such schedules. But its unique value to the trade lies in its accurate production records, which are of course available from no other source.

Use of the Standard Guide eliminates guesswork in pricing; makes easier the *accurate* figuring of prices; affords a check on the time shown on cost summaries; and, necessarily, increases in marked degree the efficiency of the plant in which it is continuously and properly used.

The Typothetae Standard Guide will be furnished to any printer at the nominal price of\$20

The Semi-monthly Revision Service, which keeps the Standard Guide always up-to-date, is furnished at \$10 a year—\$30 in all for the first year, and each year thereafter, only\$10

In ordering, or for further information, address

United Typothetae of America

608 South Dearborn Street, Chicago, Illinois



With Our Advertisers

Hearst Buys Fifty Intertypes

The largest single order ever placed for three-magazine composing machines was given to the Intertype Corporation recently by William Randolph Hearst. The order, covering fifty Model C three-magazine Intertypes, was placed through the Pacific coast branch of the Intertype Corporation.



Complete Laboratory Installed by American Writing Paper Co. at New York Paper Show

Margach Feeders Prove Worth

F. A. Trittipio, of the Economy Products Co., 66 West Harrison street, Chicago, announces that sales of Margach Automatic Metal Feeders in the Chicago territory are very satisfactory. He has just completed the installation of Margach feeders on the eight Linotype machines in the plant of the Mathews Typesetting Co., Chicago. One feeder was first installed and after a demonstration lasting several weeks an order for feeders for every machine was placed.

New Cover on Market

Ranger Cover is the subject of a new sample book prepared by the Holyoke Card & Paper Co., Springfield, Mass. Ranger Cover is a new cover just announced and one that already has enjoyed a very enthusiastic reception. It has been taken up, on an agency basis, by 45 paper houses throughout the country, all of whom carry the cover in stock. These same houses also have the sample books which will be supplied upon request.

Ranger Cover is made to look like leather, feel like leather and to sell at the price of paper. It is made in one weight, two sizes, 20x26 and 23x33, and in four colors: tan, chocolate, gray and green.

Invents Non-Slip Device

R. O. Vandercook, inventor of the Vandercook Proof Press and a number of other labor saving devices in general use among printers, has been granted a patent on a very ingenious method of securing a positive non-slipping motion without the use of racks or gears. In explaining his patent Mr. Vandercook says: "In machine construction it is often desirable to have the positive motion that is given by racks and gears where the rack and gear would be detrimental because of lack of space and other reasons. The roller trucks of a Gordon press work better when given a positive non-slipping motion. By applying this patent to Gordon press roller trucks the desired results are obtained."

Linotype Shipments Show Increased Printing Demand

If orders for composing-room equipment are any indication of conditions in the printing and publishing industry, then business surely is advancing rapidly from good to better at this time.

Orders for Linotypes continue to be filled in large numbers weekly. Most of the machines shipped are multiple-magazine models, and they are going into all classes and sizes of composing-rooms in all parts of the country.

Recently 42 Linotypes were shipped in a single week. But the week following, 47 were sent out, and the next, 53 were started on their way.

In the latest shipment were three multiple Linotypes for the Sacramento (Calif.) *Bee*; four for the Little Rock (Ark.) *Gazette*, and seven for the Augusta (Ga.) *Chronicle*.

Obtains Byron Weston Agency

The Diem & Wing Paper Co. has been appointed representative for the Byron Weston line of fine bonds and ledgers in Cincinnati and throughout its territory, including divisions. For this reason a special meeting of salesmen was called and was held at the Diem & Wing general offices December 28 and 29. Brenton C. Pomeroy, of the Byron Weston Co., presented his company's line and described it before the sales meeting. An attractive display of the advertising material issued by this company, describing its various papers, was displayed. Byron Weston line includes Byron Weston Linen Ledger, Byron Weston Linen Record, Waverly Ledger Paper, Flexo Loose Leaf Ledger, Typocount Linen Ledger and Defiance Bond. Sample books of any of these papers will be mailed promptly upon receipt of request by the Diem & Wing Paper Co.



Exhibit of Miller Saw-Trimmer Co. at New York Paper Show

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

Uses Novel Means of Proving Case

A decree has been entered by the United States District Court, Wilmington, Delaware, in the suit filed August 12, 1920, by the Lanston Machine Co., plaintiff, against the Pittsburgh Type Founders Co., defendant, charging patent infringement by the Elrod lead, slug and rule caster, now manufactured by the Ludlow Typograph Co., Chicago. This decree favors the defendant.

However, the case has not been finally disposed of. The Lanston Monotype Machine Co. having made an appeal which has been allowed. This appeal will be heard within the near future.

An opinion was first rendered on July 13, 1921, by Judge Hugh M. Morris, but no decree followed. Judge Morris shortly thereafter ordered a reopening of the case. In the decree entered on December 7, 1921, following such reopening, Judge Morris ordered "that the plaintiff take nothing by its suit and that the bill of complaint herein be dismissed with costs in favor of the defendant." It is this decree that has been appealed by the Lanston company.

In his original opinion, Judge Morris held that there was no infringement as to a majority of the patent claims in suit, but infringement did appear as to certain machine and process patent claims. These had to do with the breach in continuity in the metal passing through the defendant's mold, which occurred at each withdrawal movement. After the filing of the original opinion the Elrod interests succeeded in making molds with transparent Pyrex glass windows. These molds were used to enable the court to see the behavior of the metal within the mold during operation. After the courtroom demonstration Judge Morris gave the decision dismissing the bill of complaint.

A New Hebrew Press

Dr. Cyrus Adler, of Dropsie College, writes in the *Journal of American Oriental Society* (Yale University Press) a very interesting article about the solution of the problem of using typesetting machines for the composition of ancient, or accented, Hebrew.

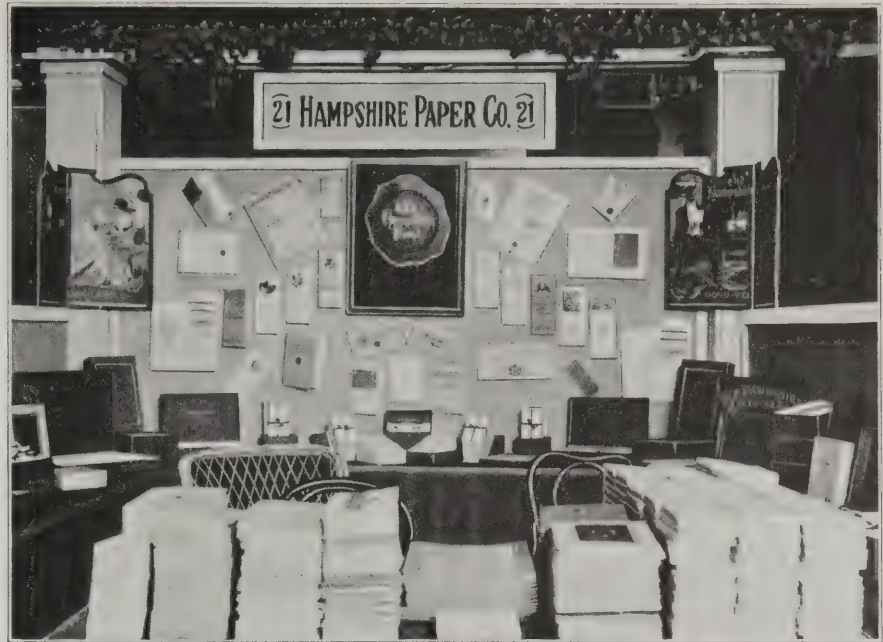
Some action was necessary, because of the high cost of books in Hebrew, and because of the increasing demands for such books.

It was the generosity of the late Jacob H. Schiff, Louis Marshall, Esq., and others that created a fund for the erection of a Hebrew Press.

In setting Hebrew, the characters must be set in one line and the vowel points and accents set in the following line so that they will come directly above or below the characters which they affect. Heretofore no typesetting machine has been found whose measurements were exact enough to do this difficult work.

After much study, it was finally found that the Monotype, with its unit system (under which all characters are of a known and automatically recorded width) could be adapted to Hebrew composition. The first machine is now successfully in operation in the Hebrew Press in Philadelphia. The keyboard operator on this Hebrew machine already has set up a galley of Hebrew type with vowels on the machine in forty-five minutes, as against four hundred and fifty minutes by hand.

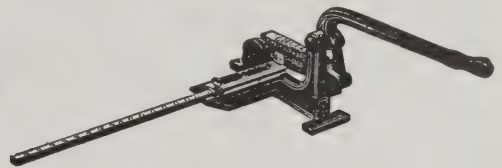
Dr. Adler states that "it may be fairly said that a revolution in Hebrew printing has been effected." Other Oriental languages also may be adapted to the new Hebrew machine.



Booth of the Hampshire Paper Company at the Direct-Mail Exposition, Springfield, Mass.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine

2 Pt. Medium

2 Pt. Coarse

2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth	12 Tooth
8 Tooth	18 Tooth
Soft	Hard
2 Pt. at 20	25
3 Pt. at 25	30
	Bright and Hard
	30
	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

OUR CHICAGO INK FACTORY

Our Chicago, Western and Southern business has developed to such proportions that our Chicago office, 718 S. Clark Street has now become a manufacturing plant second only to our great factory in New York. We are now making Printing, Lithographic and Offset Inks in Chicago to insure prompt deliveries.

Write, wire, phone or call on "The Old Reliable."

Sinclair & Valentine Co.

CHICAGO: 718 South Clark Street

BOSTON.....516 Atlantic Ave.
PHILADELPHIA.....1106 Vine St.
BALTIMORE...312 N. Holliday St.

NEW YORK...605-611 W. 129th St.
CLEVELAND...321 Frankfort Ave.
NEW ORLEANS...315 Gravier St.
TORONTO...233 Richmond St., W.

MONTREAL.....46 Alexander Ave.
WINNIPEG.....173 McDermott Ave.
ALBANY, BUFFALO and other cities

FACTORIES: NEW YORK, NEW JERSEY, CANADA

Printing Pulls Prosperity



THE way to business success is largely through the well-trodden paths of publicity furnished by printing. Present your facts and argument in a convincing way and orders for your product or service will follow naturally.

Printing is especially valuable in the extension of personal influence in important matters. Talking to thousands by its means may have the greatest results.

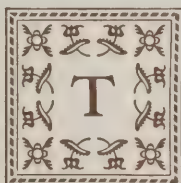
Make your printing as attractive as possible whatever use it is put to. We have a record in this service to which we call attention.

Peterson Linotyping Company

Telephone Harrison 6280
Private Exchange to all Departments

523-529 Plymouth Court, Chicago

GIVING CHARACTER TO PRINT



HERE is no printing so universally successful as that which depends on simple dignity and commands attention through force of character.

Character in printing is a subtle, elusive quality; easy to recognize but not so easy to achieve. It seldom results from the inspiration of long-haired genius. When found, it is usually the product of sincere, straightforward workmanship, backed by thorough knowledge and armed with adequate tools.

Linotype Typography equips the printer for the production of just such printing. It gives him type-faces designed with careful regard for all the considerations of beauty, utility, and tradition, each face supplied in a complete type family and supplemented with a complete series of perfectly related decorative material.

TYPOGRAPHY

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

646 Sacramento Street

1106 South Wabash Avenue

549 Baronne Street

CANADIAN LINOTYPE LIMITED, 68 Temperance Street, TORONTO

Smith-McCarthy

Announce removal to their new location

637-641 South Dearborn Street

Entire Second Floor : New fire-proof building
More efficient plant equipment and operation

NOW AN OPEN SHOP

Conditions imposed by Chicago Typographical Union, which we could not accept and hope to continue in business, forced us to adopt the "Open Shop" policy. We have been operating on this basis since Dec. 1st.

- ¶ Our plant was established and developed to handle unusual composition, overflow and rush work for the printers of Chicago and the territory adjacent thereto.
- ¶ The excellent service and quality of workmanship has proven so highly satisfactory that our customers depend more and more on us for their typesetting and make-up requirements. Day and night service in all departments.

Monotypes—Linotypes—Make-up Service

Smith-McCarthy

NEW QUARTERS: 637-641 SOUTH DEARBORN ST.

Same Phones: Harrison 3864-5-6-7

Ben Franklin Monthly



Vol. XIX

FEBRUARY, 1922

No. 5

UNIVERSITY OF ILLINOIS LIBRARY

FEB 8 1922

*J*OB TICKETS formerly marked

Rush are now marked *Kelly!!*

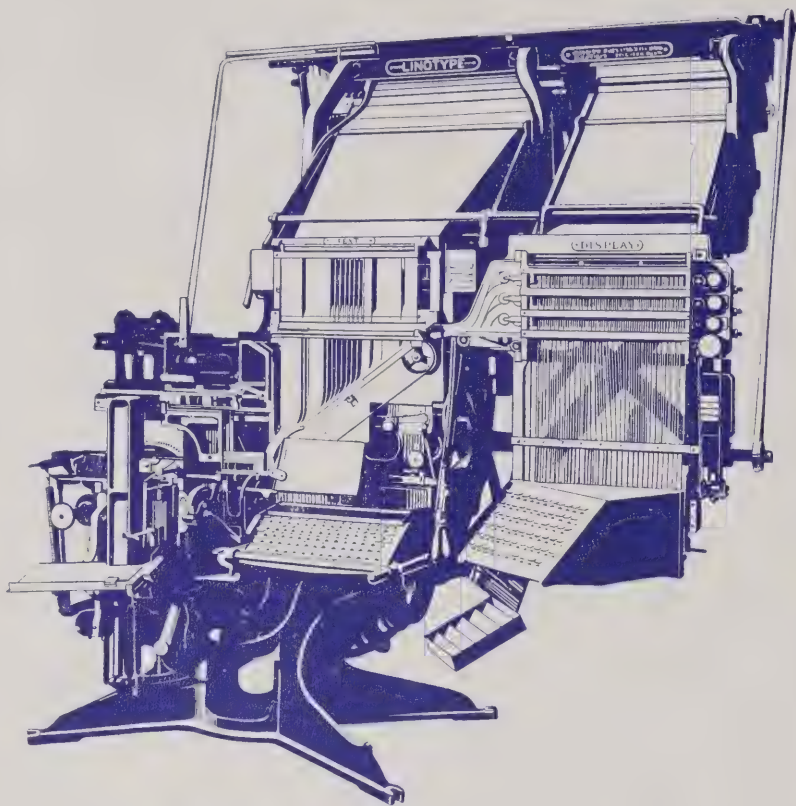
INVESTIGATE why owners of over 2200 Little Kelly presses continue to add one, two or three presses from time to time. There must be a reason. There is! And a very good one! The Little Kelly enables its owner to produce more rapidly and more economically whether the work is of the highest grade or of average quality. 3600 impressions per hour, day in and day out. One man can handle two presses easily.

Great on Short Runs; Indispensable on Long Runs

For Full Particulars Apply to Nearest Selling House of the

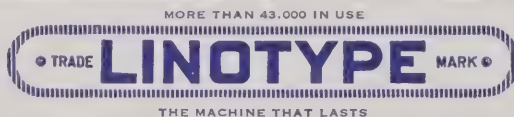
AMERICAN TYPE FOUNDERS COMPANY

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Ben Franklin Monthly

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He did it while others failed

“N 1921 we increased our sales, and during that period sold half of our product for 1922. Our delivery of business in December, 1921, was \$19,454; in December, 1920, it was \$13,140”.

This is the report of one printing plant owner who has distinguished himself by the quality of his wares. This man is a “fighter” in the strictest business sense. He is at his best when faced by difficulties, which he *knows* he is going to have the pleasure of overcoming. And he knows that while overcoming whatever may be in the way he is adding not only to his strength of character but to the strength of his bank account.

He has demonstrated that “hard times” do not affect the printer who refuses to be daunted ahead of time but marches straight ahead into the very ranks of the enemy. He has found “hard times” to be a mirage which keeps appearing farther and farther off as one advances toward it until it disappears entirely.

He is a leader in the industry, not alone because his statement above proves it but because we know his other accomplishments. He finds plenty of time to devote to the general betterment of his industry. He finds time to be interested in civic affairs and in the good things of life. He has built his business on quality printing alone and he knows his business to be secure because of that foundation. He is known to every reader of this magazine, but we are not going to print his name.

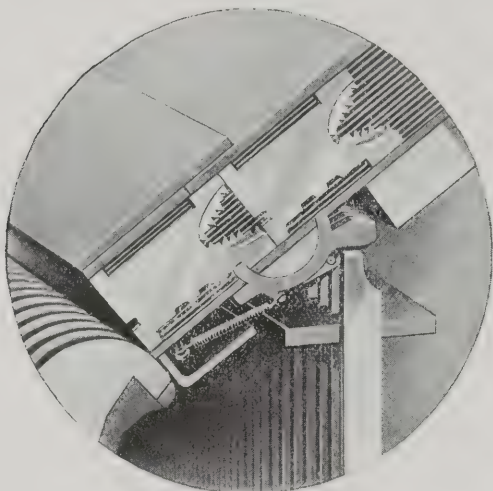
We are simply repeating his report because it shows what can be done if intelligence and grit and desire to accomplish are banked against the bug-a-boo of hard times. Others can do what this man has done. Those who dig in now with the determination to make 1922 bring dividends will win.

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2nd Reason Why the INTERTYPE is The Better Machine

This is the second of a series of practical talks on Intertype construction. More will follow. Watch for them.



Intertype Two-Part Escapement

Simplicity

The illustration at the left shows the two-part escapement used on all models of Intertypes. You can readily see how the up-stroke of the keyboard rod releases the bottom matrix. Note that the action is *direct* and, therefore, *instantaneous*.

In the escapement used on three-magazine machines of other than Intertype manufacture the motion of the keyboard rod must be transferred to *six moving parts*. Compare this with the *two-part* Intertype way, as shown in the diagram below.

This is only one of a large number of important Intertype simplifications.

910 Fewer Moving Parts in one mechanism alone

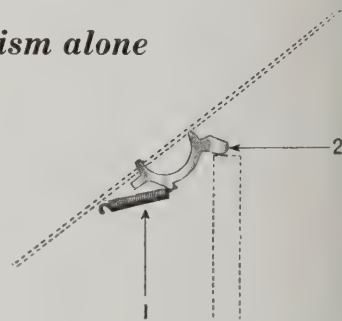
The following tabulation covers three-magazine Intertypes and other machines:

THE INTERTYPE WAY

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	546

ANOTHER WAY

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6. Springs (91 on each magazine) for three magazines.....	273
	1456



The Intertype Way TWO PARTS

This escapement is used on all models of Intertypes, including our three-magazine Model C. Compare it with the escapement used on other three-magazine machines.

INTERTYPE CORPORATION

General Offices, 809 Terminal Building, BROOKLYN, N. Y.

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305 Glaslyn Building, MEMPHIS

3051 Aronson Building, SAN FRANCISCO
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What The Paper Merchant Can Do

Protection Given Chicago Printers Proves More Valuable Than Long Price List. The Paper Merchant's Definition of Protection.

By J. N. CLIFFORD

WHAT can the paper merchant do to protect the interests of the commercial printer? I was given the assignment of finding out for the benefit of BEN FRANKLIN MONTHLY readers and, since Chicago printers and paper merchants are today doing business on more amicable terms than in any other city and *without* agitation for the Long Price List, I determined to learn Chicago's solution.

I found an agreement in Chicago whereby the paper merchant will not sell to a printing buyer who comes within a certain classification—the classification, the control of whose buying is sought by the Long Price List. I found, also, an agreement whereby the printer refuses to print paper which he does not buy. And in this latter phase of the Chicago plan I found that the Chicago printer has the solution of the entire matter in his own hands, and that he has been using that solution for the last three years. I found the Chicago plan to be satisfactory to both printers and paper merchants. After that I interviewed a number of paper men to learn what obligations they felt to be theirs. The result of these interviews I have made into one composite statement. It follows:

"What can the paper merchant do to protect the interests of the commercial printer? This, after all, is the big outstanding question at issue between the commercial printer and the paper merchant. Before proceeding to outline some of the important angles of the question, it will be well to determine the true significance of this word, 'protection,' and just what it involves.

"Obviously, the printer wants and needs protection. He wants protection from the paper merchant. He needs protection against the buyer of printing whose methods and practices may be both unfair and unethical, but most of all, he must be protected against himself. Some printers seem to entertain the very mistaken idea that the paper merchant holds the key to the protection reservoir, from which, if he will but unlock it, copious streams of protection will pour forth. We do not believe that the printing industry considers itself an infant industry that must be nourished and coddled and led by the hand through the swamps and over the hills of business progress. It cannot be that it seeks a subsidy.

"It seems to us that if the paper merchant and commercial printer, as associates in the same industry, will thoughtfully approach the consideration of this important question, certain conclusions may be reached which will result in definite and permanent good to all interests concerned.

"The paper merchants carry an assorted stock of miscellaneous merchandise for general distribution, and they

serve many and diverse needs. As a body, however, they subscribe fully to the principle that the commercial printer should, in every reasonable and practical way, be protected on paper which ultimately reaches a commercial printing press.

"The paper merchant, in his analysis of this whole problem, divides his business activities into three classes:

"*First:* The business conducted only with the commercial printer.

"*Second:* The business on paper which does not reach a commercial printing press.

"*Third:* Business with the consumer on paper destined to reach a commercial printing press.

"Class No. 3 represents the business in controversy and constitutes the debatable ground. This debatable ground may well be subdivided that we may get closer to the heart of the whole matter.

"There is a certain department of the printing paper business in which sales will probably always be made by the paper merchant direct to the consumer, if we choose to call such buyers, consumers. In such a class would be found the daily newspapers, metropolitan magazines, big book publishers, mail order houses, private printing plants and other acknowledged direct buyers, which class is accepted by both paper merchant and commercial

printer as legitimate buyers of printing papers.

"There is also the class of consumer business made up largely of the smaller units, which every thoughtful paper merchant will frankly admit belongs to the commercial printer and the paper merchant should not stand on the order of his ceasing, but should cease at once the sale of paper for commercial printing purposes to such consumers.

"It is the ground between these two classes in which the real difficulty lies, involving, as it does, an order of business that has always appeared to be beyond control of either paper merchant or printer.

"Now to the question. How far can the paper merchant go in extending protection to the commercial printer on this class of business? The answer is—just so far as the paper merchant and printer, in co-operation, can each contribute his share of the protection required to solve the problem. By this we mean that the paper merchant will go just so far in refusing to make direct sales on such disputed ground, as the printer will go in refusing to print such papers, unless he, the printer, buys them. Certainly the printer does not propose to stand in the position of legislating the paper merchant out of such business and still continue to do the printing when the customer succeeds in getting the paper elsewhere.

"In conclusion, we beg permission to suggest that any

Continued on page 50

The question of the Long Price List bids fair to bring some disruption to the printing industry. A workable agreement between paper merchants and printers is necessary for the prosperity of the printing business. The success of one is dependent upon the success of the other, and any dissension will be felt by both sides. For that reason Ben Franklin Monthly wishes to direct printers to the understanding now existing in Chicago, which has proved so satisfactory that no mention of the Long Price List has been made.

If it is protection the printer wants, we believe he will find it in Chicago's method of co-operation.
—The Editor.

What the Supreme Court Meant

The Practical Effects of the Supreme Court Decision Upon Trade Associations and Their Collection and Distribution of Trade Information

By GILBERT H. MONTAGUE

of the New York Bar

THERE is nothing in the opinion of the Supreme Court in the Hardwood Manufacturers' Association case that indicates that the collection and distribution of trade information is *in itself* illegal. There is nothing in that decision (or elsewhere, for that matter) that prevents the collection of statistics as to production, stocks on hand, or even prices, *provided* that such information is acted upon individually and not collectively, leaving each member free to draw his own conclusions and frame his own conduct without reference to the conclusions or the conduct of any competitor. What the court objected to was the activities that followed the collection and dissemination of the data; the meetings, the bulletins, the recommendations emanating from a central bureau, all looking toward collective rather than individual action.

Indeed, I think it is clear enough, from the opinion in this case and from the attitude of the Department of Justice as expressed in its brief that the continuance of such activities on the part of trade associations in any field is pretty certain to lead to trouble. Such a conclusion may not be altogether in tune with one's fond desires, and the temptation to assume that "it doesn't apply to us" may be hard to resist. It had better be resisted, however, for in spite of all the pretty theories that one may hold on the subject, the temper of the Department of Justice is most emphatically not to be trifled with.

Just how wide an area is covered by the decision may be made clearer by a comparison of the trade association activities which are definitely outside the area prescribed by the court, with those which clearly fall within it. The following list of trade association activities was published in *The Nation's Business*, for January, 1922, and I have italicized those which contain elements of danger:

Adjustments, Advertising, Arbitration, "*Association Spirit*" and "*Acquaintanceship*," *Bulletins*.

Classifications, Collections, Compensation, *Compilation of Trade Information*, Conservation, *Co-operation*, Co-operative Advertising, *Co-operative Buying*, *Co-operative Selling*, Co-operation with Other Trade Organizations, *Cost Accounting and Cost Finding*, Credit Bureau.

Demonstrations, "*Distribution and New Markets*," Educational, *Elimination of Excess Variety*, *Elimination of Abuses* (*Trade Practices*), Employment Bureau, *Ethics of Business*, Exchange of Surplus Materials, Exhibits.

Financial Statement, Consolidated Yearly; Foreign Trade Service, Freight Classification.

Group Meetings.

Handbooks, House-organs.

Industrial Bureau, Inspection Service, Insurance, Investigations, Technical (Testing, etc.).

Labor Problem, *Legal Advice*, *Legal Aid*, *Legislative Work*, Litigation, *Market Reports*, Materials, Raw; Methods.

Open Price Bureau, *Open Shop*, Organization.

Patent and Trade-Marks, *Price Data Exchange*, *Production*; Publicity, General; Purchasing, *Price Lists* and Classified Buyers' Guides.

Relation Between Own Industry and Allied Industries, Research, *Restriction of Production*.

Sales Promotion, *Social Contact of Competitors*, *Standardization*, *Statistics* (1. *Production*, 2. *Shipments*, 3. *Orders*); *Statistics, Production*; *Statistics*, Wage Rates, *Volume of Orders on Hand*, *Cost of Manufacture*, *Overhead Expenses*; Style Bureau.

Tariff Work, Taxation, Technical Education, Technical Information, Trade Extension Work, *Trade Information*, Trade-Marks and Copyrights, *Trade Practices* (*Co-ordination*), *Trade Promotion* (or Stimulation), Traffic Department.

"*Unfair Competition Bureau*."

Wage Rates Compilation; Wage Schedules, Detailed; Washington Representative, Welfare.

Any of the foregoing activities may be harmless when standing alone, or in certain combinations under a certain set of circumstances. In other combinations, and in other circumstances, however, exactly the opposite may be true. We may illustrate this by reference to the subject of uniform cost accounting; a matter that has received a great deal of attention from the Federal Trade Commission.

It is obvious to anybody that accurate knowledge of costs is beneficial to the individual producer, and to the industry at large. The producer who knows his costs can compete more intelligently for

business, and can give better values in the long run to the consuming public. It is of general advantage, therefore, to promote the knowledge of sound accounting practices, and to develop a uniform method which each producer can apply independently in order to arrive at the facts of his own business. There is absolutely no question as to the legality of such an enterprise on the part of a trade association.

But when it happens (as it has happened) that the uniform method of cost accounting is used to establish an "average" cost, or "standard" cost, or "normal" cost, which members accept in place of their own actual costs as a basis for figuring prices, the enterprise assumes a different aspect immediately. The individual is no longer free to apply the information to his own business independent of all restraint, but is become a party to a collective enterprise to base prices upon an entirely fictitious (or at least arbitrary) cost which has been agreed upon in advance. There is little doubt that such an enterprise is directly in violation of the anti-trust laws.

On December 19, 1921, the United States Supreme Court handed down a decision affecting trade organizations in general, and the American Hardwood Manufacturers' Association specifically. This decision declared the so-called "open price competition plan" illegal and a violation of the anti-trust laws.

The decision has caused much grave concern among master printers, who have been wondering just how their organizations stand under the new ruling.

The accompanying article by Mr. Montague, reprinted by permission of *Printer's Ink*, will aid in clearing away some of the misunderstanding. We recommend it to the earnest study of all organization members.—The editor.

Similar considerations apply to most, if not all, of the other activities that have fallen under the condemnation of the courts or of the Trade Commission. When carried on in such a way as to leave the individual free from all restraint, to form his own independent judgments and carry out his own independent plans, they are quite innocuous. But when they are exercised under conditions where the individual is a party to a general plan of action, they are dangerous.

Quite plainly, therefore, it is necessary to avoid all semblance of a general plan or agreement, and to accomplish this it is important to refrain from any general discussion or comment upon the information or the figures that may be submitted. It may be very obvious that supply is running ahead of demand, and that it would be advantageous for members to restrict production, but no trade association official can say so without laying the ground for a charge of conspiracy to restrict production and raise prices. It may be plenteously apparent that prices ought to be advanced for the good of the industry, but it will hardly do to hold a meeting of competitors for the purpose of talking it over. The only course which is safe in the long run is to let the facts and figures speak for themselves and leave each member free to draw his own conclusions based upon that degree of perspicacity which his Maker has blessed him with.

On the other hand, it is clear that there are certain legitimate benefits to be obtained from general comment upon facts and figures of this character, and a common understanding as to the course of action that ought to be followed. Does the attitude of the Government and the courts mean that these benefits must inevitably be lost because of the danger that they may be accompanied by a technical restraint of trade? There is no reason to think so. For, while it is clear that comment upon trade information may be illegal when it is circulated exclusively among members of an association, the same comment may be quite proper when it originates in some outside agency, and is made available to buyer and seller alike. There are possibilities in this direction that have only begun to be realized by the Department of Commerce on the one hand, and by the trade press on the other.

So long ago as last June, Secretary Hoover said, referring to the rubber industry:

"I believe the members of that industry will bear me out in saying that if there had been an accurate monthly statement of the current ratio of production capacity and operation in the different branches of the industry, and of the stocks of major manufactured and raw materials on hand, they would have been saved tremendous losses not only in over-accumulation of goods, but also in over-expansion of equipment.

"Various industries have tried time and again to secure such data informally, but it is essential to success that it should be collected and presented to the whole commercial community, buyer, seller and banker, by some department of the Government which approaches the problem in a purely objective way, which will hold the individual's return absolutely confidential; and from which the whole public and the industry can enjoy equality of service."

What has already been accomplished by the Department of Commerce along those lines is sufficiently well known, and is an indication, perhaps, as to what the Government itself may do to insure the legitimate benefits from trade association statistics without leaving the road open for violations of the law. The practical aspects of the problem were summarized as follows by the chairman of the War Industries Board in his report covering the activities of the board during the war:

"These associations, as they stand," says Mr. Baruch, "are capable of carrying out purposes of greatest public benefit. They can increase the amount of wealth available for the comfort of the people by inaugurating rules designed to eliminate wasteful practices attendant upon multiplicity of styles and types of articles in the various trades; they can assist in cultivating the public taste for rational types of commodities; by exchange of trade information, extravagant methods of production and distribution can be avoided through them, and production will tend to be localized in places best suited economically for it. By acting as centers of information, furnishing lists of sources to purchasers and lists of purchasers to producers, supply and demand can be more economically balanced. From the point of vantage which competent men have at the central bureau of an association, not only can new demands be cultivated, but new sources of unexploited wealth can be indicated. In case of a national emergency, the existence of these associations at the beginning would be of incalculable aid to the supply organizations. Many of these considerations apply to large individual companies as well as to associations.

"These combinations are capable also—and very easily capable—of carrying out purposes of greatest public disadvantage. They can so subtly influence production as to keep it always just short of current demand and thus keep prices ever high and going higher. They can encourage a common understanding on prices, and, without great difficulty, can hold price levels at abnormal positions. They can influence the favoring of one type of buyer over another. Nearly every business man in the country has learned by the war that a shortage in his product, if it be not too great, is distinctly to his advantage. Trade associations with real power can, in respect to most of the staples, so influence production as to keep the margin of shortage at a point most favorable to high prices and rapid turnovers.

"The question, then, is what kind of Government organization can be devised to safeguard the public interest while these associations are preserved to carry on the good work of which they are capable. The country will quite properly demand the vigorous enforcement of all proper measures for the suppression of unfair competition and unreasonable restraint of trade. But this essentially negative policy of curbing vicious practices should, in the public interest, be supplemented by a positive programme, and to this end the experience of the War Industries Board points to the desirability of investing some Government agency, perhaps the Department of Commerce or the Federal Trade Commission, with constructive as well as inquisitorial powers—an agency whose duty it should be to encourage, under strict Government supervision, such co-operation and co-ordination in industry as should tend to increase production, eliminate waste, conserve natural resources, improve the quality of products, promote efficiency in operation, and thus reduce costs to the ultimate consumer."

But quite irrespective of any activities along this line on the part of the Government, it is entirely possible for any industry to accomplish much the same results for itself through the medium of the trade press. In other words, I believe that the Hardwood decision points out an opportunity which the business publications should be prompt to grasp. For if it is clear that comment and advice based upon trade statistics is dangerous when indulged in by the trade associations themselves, the same advice and comment may be quite harmless when given independently by a publication that is not a member of the association, and which is accessible to buyer and

Continued on page 42

The Modern Printing Salesman

Qualifications Which Have Brought Success to John Walker, Printing Salesman, Are the Same as Those Which Can Be Acquired by Any Salesman.

By ROBERT F. SALADE

OTHER salesmen sometimes wondered why John Walker was so highly successful in selling printing, but had they minutely studied his methods of salesmanship, they would not have been puzzled over his achievements. Walker was simply following the same working plans of many other successful salesmen in various lines. He could have sold cigars, sewing machines, or the highest grade securities as readily as he was selling printing.

First of all, Walker was a man of personality—one of those types of men who seem to stand out prominently in a crowd. He was a well-built, handsome-looking chap, and he was never known to be without a pleasant countenance. When he smiled you felt like smiling, too, and when he laughed you were actually forced to do the same thing. He was never heard to complain about the weather, business conditions, or in fact anything. Business was always “humming” with Walker, and he appeared to believe that all other lines of business were constantly good.

Of course, Walker was a well-groomed person. He always wore a hat, shoes, clothes and haberdashery which suggested quality at a glance, and yet he was not a “freak” dresser. His clothes were cut on a conservative model. His neckties were of pleasing colors but were not too “noisy.” His white linen collars and shirts were always spotlessly clean. Briefly, his general appearance was such as to win the admiration of both men and women.

Walker was one of the comparatively few salesmen who follow the practice of beginning work *early* in the morning. At eight o'clock every morning one could find him at work in his office, looking over business correspondence, making out order blanks, or studying special information on a set of index cards. These index cards contained the names and addresses of customers and prospectives. Each card was marked by Walker as to the kind of material the party usually purchased; the time of the salesman's last visit; the time advisable for his next call, and other information of this character.

Frequently, during the course of each month, Walker would spread out the index cards on a table, and would study them as minutely as a gambler studies the cards in a game of “solitaire.” These index cards had helped the salesman in landing many thousands of dollars' worth of orders; they helped in keeping him in touch with customers and prospectives, and they were a great aid in carrying on sales work in a systematic way. Every time that Walker carefully looked over the cards he gained a number of suggestions for new business.

Promptly at nine o'clock in the morning Walker would grab his worn leather brief-case and would start out for “bacon.” His brief-case was a marvel to any person who had ever seen him display its contents. That “grip” seemed to contain “everything under the sun” in the lines of printing specimens, samples of paper, etc. How he managed to pack all of those things inside the brief-case was a mystery known only to himself. No matter what kind of printed matter a customer might refer to, Walker always seemed to be capable of producing a number of appropriate samples right on the spot.

Walker made it a rule to call upon as many patrons and prospectives every day as was possible. He did not believe in the idea that “morning was the best time to make a visit,” or that “after lunch-time was the psychological moment for a salesman's call.” Neither did he believe that “four o'clock in the afternoon is too late for making a call.” He simply called upon his people at any hour of the business day when he could find them in, and on many occasions he was successful in holding interviews with customers as early as nine o'clock in the morning, and as late as five o'clock in the afternoon.

Before starting the day's work each morning, Walker had a good idea of the number of visits he was to make that day. He mapped out his work in much the same way that every wise business man plans his day's work. Before entering an office the salesman usually made a rough mental draught of the selling talk that he was to offer. By this process he had something definite to talk about when interviewing the customer or prospective. His pleasant manner of approach gained an interview for him in most instances, and after that the rest of his work was comparatively easy.

Whenever the salesman gained an interview which called for a long, comprehensive talk under the most favorable conditions, he would hurry into the party's private office, remove his hat and hang it in a suitable place, and he would then quickly open his brief case and place a number of samples on the patron's desk. Moreover, he would then try to take a chair alongside of the customer, keeping the sample case wide open on a desk or table close at hand.

Why all this attention to details? Because, with the salesman's hat hung upon a rack, his sample case wide open upon a desk or table, his chair drawn close to the customer, and with a number of samples on the customer's desk, there was hardly any chance for another visitor to break in on the meeting. Several visitors may come during the interview, but under the circumstances mentioned, the salesman remains until the end of his business session.

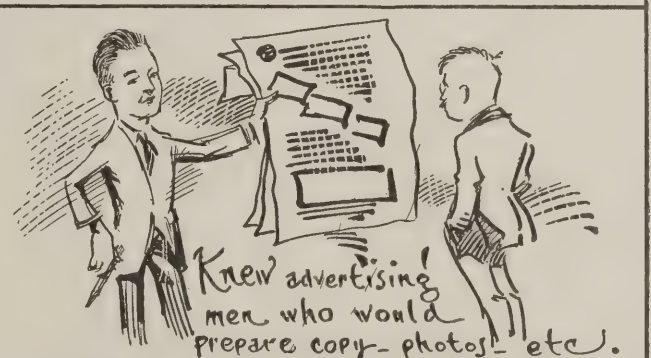
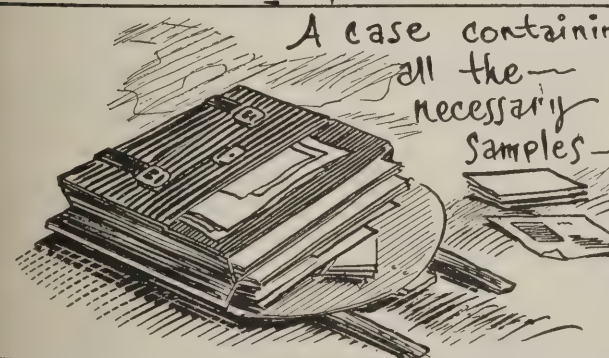
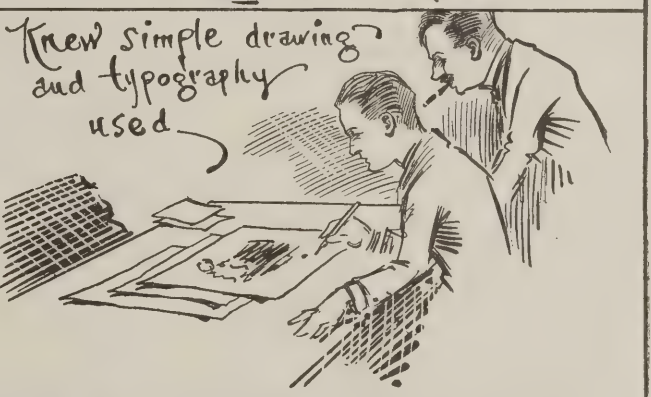
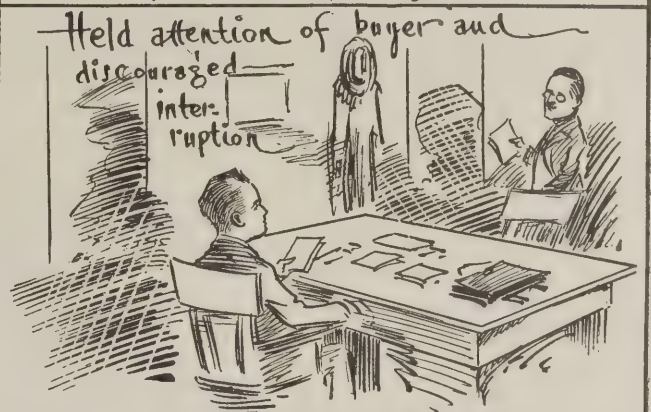
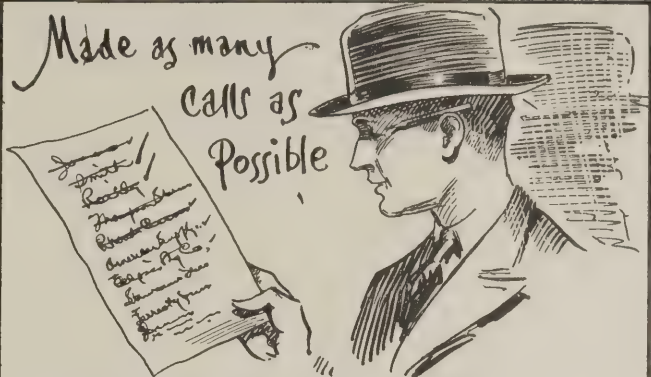
Walker had taken the essential time required for learning free-hand drawing, and this knowledge was often used by him to great advantage when explaining typographical designs or pictorial subjects to customers. For example, a man recently wanted a series of broadsides for advertising a new line of electrical household devices. Each broadside was to be done in a different style of typography; special illustrations were to be ordered, and attractive color schemes were to be decided on. Walker was keenly interested in sketch-work of this kind. He speedily procured sample sheets of cover stock and a set of crayons. With this material he soon had complete dummies for the broadsides prepared. The customer was well pleased with the plans, and after having made a few changes in them, he immediately gave Walker the order.

When discussing printing subjects with a customer or prospective, Walker generally illustrates his ideas with the aid of a pencil and paper. As figures in reference to costs were quoted, he would mark down the figures

Continued on page 62

John Walker, Modern Printing Salesman

A Pictorial Presentation of Mr. Salade's Story on the Opposite Page



Building Form Printing Sales

The Executive of a Volume-Printing Organization Tells How He Creates Confidence and Cuts Selling Costs and Overhead

By EXECUTIVE

AFTER reading many pages of "how to prepare a dummy that will help you sell the dumb direct advertiser" and the like, in a large number of printing publications, it was a welcome relief to read in a recent issue of BEN FRANKLIN MONTHLY the comment of R. M. Duerewald, sales manager of the White Haven Printing Company, good-naturedly criticising the "sales journals of the printing industry" for not giving us some articles on how to sell more form printing.

Like Mr. Duerewald, I have learned a great deal about increasing sales by creating new printing and catching the unwary customer by various plans and schemes. But in almost every instance the advice has given the overhead account a hypodermic and in almost every case the writer's basis of argument was the increasing of sales for the customer.

We are one of the great big number of printers who have as their problem getting purchasing agents and other buyers to give them a chance to figure on a job of plain so-called "form work." The field for this class of work is large, and it gets larger as fast as the direct-by-mail advertising printers create more business. Our class of work is usually to take care of sales realized or expected, and the more goods direct mail printing sells the more forms there are to be printed.

It stands to reason that all of us in this field must keep our production costs down or have no chance at all, but we must also have a certain type of salesmanship which I modestly believe is not the lowest form.

In a moment of absentmindedness as to the probable consequences, I wrote the Editor and congratulated him upon his temerity in publishing Mr. Duerewald's comment and moreover had also further thoughtlessness and remarked briefly how we did it. The Editor countered by asking me to write up our experiences. The very basis of this business of ours is such that I had to beg for anonymity and securing that, I am dictating this letter with not a little hesitancy, but feeling that if more of us in the form field were to chip in our experiences it would probably be helpful, and am willing to do my "bit."

In the first place, to tell you the story thoroughly would mean going back over the past eight or ten years and writing a detailed history of our trials and tribulations. Instead of doing that I am going to give the high points and trust that they will answer the purpose, at least, of opening up this discussion.

Our plant is not the largest in ———, neither is it the smallest. It is big enough to turn out about \$200,000 annually of good clean printing. We do not "soar to rhetorical heights" when discussing specialties like color printing, and the like. Rather we claim recognition, if we may use the term, as "general printers." We are fully

conversant with our profession and equally capable in the execution of the simplest office form or the painstaking color job, but the bulk of our work is of the first mentioned variety.

We lay particular stress upon the fact that the successful job is one that is first carefully planned and laid out by "the front office." And this preparatory work, we find, saves time and money for both ourselves and our customers and is one of the reasons why we are sometimes lower in prices than other printers.

As I review how we have reached our comparatively small but highly satisfactory total, from our standpoint, I think we have reached it by two means: First, by concentrating in a district within easy reach of the plant; and, secondly, by concentrating in a certain chain store field that requires the maximum volume of printing.

Back of both of these main reasons lies what is to my mind the method other firms should use in building up a sales organization to secure large volumes of form work—the creation of our customers' confidence, but I shall return to this in a moment.

Today, for instance, we serve the majority of members in a certain association covering a specific

field—my desire not to let the cat entirely out of the bag makes me talk in more general terms than might be used if we were ready to retire from business. The requirements of these various association members in the way of printed "forms" are almost identical; likewise, their illustrated letters, dodgers, style catalogs, folders, prize or premium coupons, newspaper settings, etc. You can readily see, therefore, that we are concentrating also upon that class of work. While each job is technically a "new job" when it reaches our plant, yet our men are familiar with many other similar, if not absolutely identical, forms or jobs. When it comes to estimating upon a certain number of hundreds of thousands of a certain stock-keeping record form in this field, we are not "guessing" or even estimating when we bid on it. We have printed that particular form, most likely, so many times in the past that we are giving as nearly an exact price as can be humanly figured out in advance.

Let me digress for a moment to tell you a thing which happened last week. It so happened that I was put upon a committee with another printer by our local organization. This took me to that printer's office and while there I saw a large stock record perpetual inventory form. The production of a form very similar to it was a regular part of our day's work, so I could not help but recognize it even though I tried desperately hard not to "snoop."

My fellow printer saw me looking at the big form and said:

"Here H——, look at this. Soandso Chain Stores want

Editorial Note: This is, practically speaking, a letter from an executive of a large printing organization in one of the country's largest cities, telling just how he has built up his business, as he sees it now. In order to get him to talk facts we agreed not to mention his name, line or city, but we can assure you by making this promise we have secured some thoughts of interest to printers doing this class of work. Read and see for yourself.
—The Editor.

a price on 1,500 of these. It will take a day to figure it and then it will be a guess. You do a lot of chain store work, perhaps one has come to you, too. You are welcome to it so far as I am concerned."

I smiled and passed a joking remark and we went out. The chain store which he mentioned does not happen to be one of our customers, regularly, but the form did come to us, and we spent no great amount of time figuring it out, for we had been doing others so close to it that we could quite accurately and very readily give a close approximate price.

This is just one of the angles of building up sales for our form work. Our salesmen know that when we say the price will be approximately so much that the billed price, barring unforeseen accidents or errors, will be just that. More than that, when our salesmen leave the office with our price they know—and after ten years our customers know—that the price we first set is the final one. We either get that price or lose the order.

Establishes Syndicate Plan

Do not misunderstand me. Not all of our business comes to us on the basis of estimated prices. We get a larger part of our business on the basis of confidence and bill at cost plus a fair margin of profit.

But to return to the inner workings of our business. In addition to the two methods of concentration just mentioned we also are now establishing a syndicate service for the smaller and independent merchants in the same line, that is, retailers in outlying towns that do not in any way conflict with the activities of the large chains which we serve. This is rather a side-line with us, and in doing it we are getting a little away from our plan of concentrating in a territory close to our plant, but we handle this largely by mail.

The matter of handling work in a restricted territory, one quite close to our plant, merely means that we work that limited territory most intensively. We are located on a street that is known as a "cheap street," we might as well admit that, but we are here because we are right in the heart of the chains we serve, the chains that require such a large quantity of our product.

Overcoming the Customer's Objection

You might ask if our clients object to our handling competitive accounts, for that is what we are doing. We handle innumerable forms for a large number of direct competitors. They *did*, in the beginning of our business, but they do not any more. In fact, this is where we found our most trying problem and what we believe is the problem of Mr. Duerewald and all other printers of forms who seek to increase their business on that class of work. There is not a buyer in any business, so far as I know, who buys more closely, or on a more strictly competitive basis than the buyer for a chain organization. You talk about the purchasing agents being hard to crack, and about it being almost impossible to get business from the men who buy for certain large industrial institutions, but they are easy when compared with the man who places orders for the home of a chain store proposition.

So we believe that our most trying problem, and the one which every printer seeking to build up this sort of business at live-and-let-live prices, is the gradual development of implicit confidence, the positive establishment of a reputation for sincere, honest effort. Copy or layout which enters our place is strictly confidential. It never meets competitor's copy and layout in a personal sense and the syndicate service never sees it.

The faith of our customers has been hard to win and it has taken a long time. But, after all, it is necessary whether one treats with competitive accounts or other-

wise. The good business man tends strictly to business, especially if he serves competitors. He is careful because he has all the more reason for being careful. Because he has no desire to kill "the goose that lays the golden egg."

Some printers seeking volume think that it will come from specialization in a given subject, but with them I disagree. It is derived more readily and at less expense, in my humble opinion, by concentrating on a selected list of customers or industries. In other words, the "aesthetic" or super-quality printer needs a high-priced organization and seldom is prepared to function on a straight-away "black and white" order on a reasonable price basis. He probably spends—far too much I often think—time in "fussing" about being an artist when, to get the business, he must be a manufacturer, a regular Henry Ford type of printer!

The mail order catalog is a work of art in the mail order field. But when compared with the ultra-fine in automobile catalogs, some folks consider it cheap trash. Perhaps the best way I can express my views is to say: "Art for art's sake—but practical, sound business for business' sake—fit the printed piece to the job it is supposed to do."

That is the way we look at it. We are not finding fault with those who wish to go into the super-fine field of printed literature. We have no "service department" as that name has come to be known in the printing field. Our salesmen are our service men. They are taught to know how to print and incidentally how to sell. If the buyer wants a price at once they are instructed to give an approximate figure and return to the office for a confirming price which goes out at once.

"Confidence" Tells the Story

Building up confidence is but three words but it tells how we sell form printing and more of it. Our salesmen are confident that our prices are right, that our plant is right and makes the prices right, and they go out confident if we lose an order someone has made a mistake in figuring and in that event we do not want the business.

They each have only a limited number of prospects, as I have already indicated, but they call upon that limited list regularly and quite often. The result is, that we are so well known that we walk right in and make ourselves at home when salesmen from competing houses wait for a girl to come out and say, "No, we do not want any printing today."

We deal with upright honest men, purchasing agents and chain store organization buyers, and I do not want anyone to misunderstand me, we have no underhand methods, nor do we use nor countenance the use of unfair methods, but since you are not learning my name, nor my firm, I am free to admit that we have at times made a mistake in estimating. And there have been times when a purchasing agent or other buyer has said to one of our salesmen:

"Guess you figured twice too much stock on that XX-3692 form, you are about that much out of line."

Or in some other way the purchaser has suggested wherein we might be wrong. If a review of our estimate does show that we have made an error, we rectify our bid and usually that gets us the business, but if we were correct we know Mr. Purchasing Man well enough, as a rule, to say:

"You've another guess coming. We are right in our prices. If you want to cause some other fellow to lose money give him that order."

Oftentimes then the purchaser asks the other bidder for a detailed estimate and if the bidder has made an error

Continued on page 52

One Plant Without Competition

LOUISVILLE, Ky., boasts of a print shop such as is found nowhere else in the United States. The books it produces for elementary school grades weigh fifteen pounds; its typesetting machines have only six keys, and a hammer and nail punch are the tools of the proof-reader. The publishing house with these queer devices is the American Printing House for the Blind, and because of its publications, thousands of blind persons read what otherwise would not be available to them.

The federal government pays the house \$50,000 annually, and for this amount books are provided for fifty-six schools for the blind throughout the country. As an indication of the volume of work put out by the house, the report for the last fiscal year shows that 3,489,786 pages of printed matter and 12,580 bound volumes were produced, and, in addition, 4,211 pamphlets and 1,044 copies of musical selections were printed.

The type-setting machines have only six keys because the alphabet for the blind comprises six points or dots, with each letter consisting of from one to six dots, in different combinations.

Sheet brass is used in the machines, the words being punched in the metal. The plates go from the machines to the proofreader, who removes all mistakes with a hammer and a nail punch.

Plates then are sent to the pressroom, where they are placed on cylinder presses, which use paper that has been immersed in water for twenty-four hours so that the texture will not be torn.

The Request

January 7, 1922.

United Typothetae of America,
Chicago, Illinois.
Gentlemen:

The Executive Committee of the Fine Paper Division of the National Paper Trade Association met today in this city to consider a matter of vital interest to the paper merchants and the commercial printers of the United States, i. e., the rightful protection to be accorded by the merchants to the printer in his (the printer's) conduct and operation of his business. Believing that the end sought by any method, new or old, is in the last analysis protection and not a long price list, we assume that the important question and paramount issue is that of reaching the objective and not the method or vehicle by which we reach it.

This Association has gone on record in opposition to the issuance or use of a long or retail price list as a method of pricing paper merchandise and nothing has transpired in any way to change this conclusion but we also wish again, and in no unmistakable language, to assure the printing fraternity of this country that the paper merchants are a unit in subscribing to the principle of full and adequate protection to the printer, and we can safely say that the merchants will co-operate with the U. T. A., or any other association of printers, to the end of formulating some constructive program looking toward a solution of this perplexing problem. The preparation of such a program would be predicated on the assumption that both parties to any arrangement, i. e., the merchant

and the printer, would recognize their mutual responsibilities and reciprocal obligations. Neither party to any proposed arrangement can expect to go far in working out a program without the full and loyal support of the other.

Some of the paper merchants, as well as printers, have expressed a desire for a conference between accredited representatives from our respective associations, to which delegates, merchants and printers outside our associations might be invited, at which this question of protection, exclusive of a long price list as a method to obtain that protection, and any other affecting our mutual interest and relations might be fully discussed and considered.

If your association believes that some beneficial results might come out of such a conference, the National Paper Trade Association wishes you to know that we shall be very glad indeed to participate and join with you in a conscientious effort to accomplish something of real value to this combined industry, the welfare of which means so very much to us all.

May we ask that, after you have considered this suggestion, you let us have your opinion of its merits, and if you approve, we will await your pleasure and your call.

Yours most respectfully,

WM. C. RIDGWAY,

Secretary Nat'l. Paper Trade Assn.

The Answer

January 20, 1922.

Mr. Wm. C. Ridgway, Secretary,
National Paper Trade Association,
New York City, N. Y.

Dear Sir:

Your letter of January 7th, 1922, directed to the United Typothetae of America, has been referred to me for reply.

The Executive Council of the United Typothetae of America wish me to advise you that we cannot accept your invitation to a conference on the basis proposed.

Respectfully yours,

W. V. PARSHALL,

Chairman U. T. A. Long Price List Committee.

Photo-Engravers' Strike Settled

UNION photo-engravers who went on strike January 3, as a protest against a proposed increase in hours from 44 to 48 a week, or a wage decrease of \$5.00 a week for 44 hours, returned to work January 16 after effecting a compromise with the employers.

The settlement was made when employers agreed to pay the old scale of \$44.00 for the 44-hour week and the unions agreed to remove a number of restrictions they had placed upon the employers.

Here's an Idea

PAPER merchants are suggesting the use of an ordinary letterhead size sheet folded once across its width, with the usual letterhead printed at the top of the outside fold, for business firms using a number of short letters. The same amount of paper is used, of course, but the neatness of the short letter, when the half size letterhead is used, is noticeable and worth while.

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers

GLUING, GUMMING—Labels of all kinds

STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

DIE CUTTING—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPLING—ROLLER EMBOSING

“What Became of That Stock?”

Method Used by One Printer Enables Him to Tell at Once How Much Is Left and Where It Is.

By HARLO R. GRANT

THERE comes a time in the life of every printing office when the question arises, “How shall an accurate, perpetual inventory of our paper be kept?”

No matter whether the paper to be stored is a case lot, in reams, or packages, or just the odd lot of serviceable trim from the cutter—each is valuable and that value is very often determined by one’s ability to find the particular item when it is wanted and in one’s ability to learn at once the exact quantity on hand.

In order to arrive at this knowledge it becomes necessary to evolve some sort of system. Each shop must perfect a system to meet its own needs, it is true, but in my own shop we have adopted a system which easily can be adapted to the requirements of other plants.

System as a general term means the reduction of a given operation into the least possible number of movements. System has as its purpose the lessening of labor. If it does not, then the system should be changed. A certain number of routine operations seem necessary to accomplish any result. It is wiser to make these operations in the easiest and most orderly way than to go back later and complete that which was left undone.

The paper cutter operator who piles a sizable package of “trim” on a shelf, then piles another package on top of that and so on and so on, would have accomplished his task better had he been more systematic, by wrapping each lot carefully, with a sample sheet outside, numbering each package as he went along, and then turning into the front office another sample sheet with a corresponding number and bearing the size, quality, quantity and shelf number where it is stored.

It is true that this consumes more time than the first method of haphazardly storing the paper without any system, but it pays when the day comes when that stock is again needed. And the time and effort saved then far surpasses the time and effort consumed by using system in the first place.

The system we use in our plant extends into the front office as well, for here we have a flat box (a drawer, 18x12, will do as well) where the sheets brought from the cutter are filed. In our box we have placed a number of plain pieces of cardboard cut the same size as the box. These pieces of cardboard act as division marks to separate the sample sheets of the different classes of papers. Thus we have one cardboard marked “Bond Paper,” another “Book Paper,” and so on through the list of papers, so that we have a space for practically every class of paper that comes into a regular printing plant.

Now, whenever it is necessary to use any portion of any of the lots that have been “sampled” it is a tri-

fling matter to make a note thereon of the order number on which it was used and the quantity, which leaves available to anyone who may care to look, the quantity remaining on hand of that kind of paper.

A cutter’s ticket, to be referred to further along, gives the cutter information as to just where he can find this particular item, and just what quantity he is to cut to the size given.

The writer has found the most practical perpetual inventory of bulk paper to be a Tengwall type of loose-leaf binder. Divisional sheets similar to those described above are punched to register with the posts and on the index tab is written a general statement of the name of the paper and its size and weight. This is always visible and readily found.

On these divisional sheets is a printed columnar form showing at the top the name of the paper (one lot, of course, to each divisional sheet) the size, weight, from whom purchased, price or any other information that is advisable.

A sheet of the stock is placed between the divisional sheets. Below this heading, which occupies two and one-half inches, are columns in duplicate to accommodate many entries if needed.

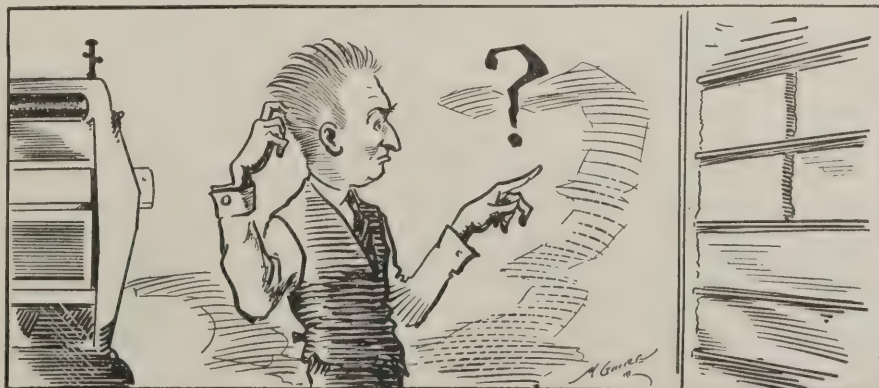
These columns show in the box heading the job number of the order on which the paper was used. The quantity used is written in the unit ruled column.

Thus, the office is at all times in touch with the quantity remaining on hand of any given grade of paper. At any stated inventory period it is a simple matter to add what has been used, subtract from the quantity purchased and so obtain the inventory value.

When a job ticket is written up it is advisable at the same time to write up a cutter’s ticket which should give all the facts necessary in order that the press or bindery work will not be delayed because “the stock is not cut.” This ticket can bear a more elaborate card showing all operations other than printing. A card the size of a postal card, 3¼x5½, is large enough. On this is given the number to be cut, size to cut, finished size out of blank sheets of blank size and weight, tab, punch, etc. It also contains the job number and name of the customer. A ticket of this nature goes direct to the cutter, avoiding the necessity of hunting up tickets to get information. It is also a positive means of knowing that “the stock is out.”

One of the greatest advantages of our system, aside

from the time it saves, is that our trim is used before it becomes soiled or torn. The saving in paper thus effected will surprise many small shop owners, who will also find system in one matter leads to system in all matters.



A Newspaper Without Solicitors

Publisher Claims Business Solicitation as Much Out of Place for Newspapers as for Doctors, and He Gets Away With It

By EDGAR WHITE

IN AN address to the Northeast Missouri Publishers and Printers at Hannibal, January 13, Charles W. Green of the Brookfield *Daily Argus* advanced some ideas that caused quite a bit of discussion.

Mr. Green said he never solicited business for his paper, that he thought it was as improper for a newspaper to send a man out to solicit advertising as for a banker, a doctor or a lawyer to solicit business. He expressed it this way:

"To solicit business is to cheapen your profession. I think the newspaper business should be respected and looked up to by those who are in other business. In our office we never ask for an ad, and yet we have all the advertising patronage we can handle."

Mr. Green's paper is a four-page, six-column daily, the same size year in and year out. Brookfield is a town of 7,000.

Charles H. Weisenborn, business manager of the Macon *Daily Chronicle-Herald*, pointed out that while his paper was published in a town 2,000 less than Brookfield, yet it frequently ran six, eight and twelve seven-column pages, and sometimes sixteen and twenty pages, but that it had to go after advertising hard to get the business. He asked Mr. Green how he managed to get plenty of advertising without soliciting, and Mr. Green's answer gave an idea worth considering.

"It is a matter of education, of working with the young and aggressive merchants," he said. "It would be almost impossible to interest men who have been in business from thirty to forty years in different methods, but it is easy enough to get the attention of the young, the sons of the old merchants. They are the backbone of our advertising club. I meet with them and discuss advertising methods, type displays, the features that make an ad attractive. These young men have pulled off a great many special sales events, like dollar days, clearance sales, spring openings and so on. They act in concert on these occasions, and the result is they always bring a large crowd of buyers to town. They have hammered on the idea that Brookfield is a good trading point. Their store window displays are by artists, and are as attractive as anything you will find in large cities.

"These young men—there are about twenty-five in the club—have learned all about the 'point' system, and how to lay out their dummies so as to get the desired effect. They know just the sizes of type they want in displays and the character of engravings. They have discovered there is more pulling power in a well-written and well-set ad than where no great care is exerted. Having become believers in advertising, they are enthusiastic over its results and run their

announcements regularly. Instead of a solicitor going around and urging them to advertise, they come to the office and ask if we have space. They often request more space than we can give them.

"That's what I mean when I say it is not best to solicit advertising. It is far easier and more satisfactory to get together a bunch of your live young merchants, give them a talk on advertising, and interest them in the subject enough to form an organization, and they will do the rest.

"The solicitor for advertising has a more or less thorny road to travel. Having to fill so much space every day, the merchants often come to regard him as a bore, a pleader for business. 'Here you come with the same old story,' they say; 'didn't I give you an ad last week.'

"But it is entirely different for the newspaper to send a representative around to discuss an advertising plan when the merchant requests it. That is altogether different. We help the advertisers in every way we can, but we never beg them for ads. We don't have to."

John M. Sosey, editor of the Palmyra *Spectator*, exhibited the first file of his paper, which was started by his father, Jacob Sosey, August 3, 1839. The paper has been in the Sosey family ever since. Previous to Jacob Sosey's coming some man had started a paper in Palmyra, collected quite an amount on subscriptions and quit. Knowing there had been some dissatisfaction, Mr. Sosey brought with him enough print paper to last a year, and when any prospective subscriber evinced a want of faith, Sosey would take him to the office and show him his supply. And to emphasize his intention to hang on, he used this slogan, so often quoted since, "We're Here to Stay," printed directly under the head. It is said to have been the first use of that expression by a north Missouri newspaper. Later it became common enough by newspapers started in sparsely settled communities.

The first year's file of *The Spectator* shows practically no local stories, but a vast amount of literary and general selections, carefully written editorials and much political news. Most of the advertisements were small, under classified heads, those for runaway slaves being the most conspicuous. So numerous were such advertisements in the early-day newspapers that the typefounders made special cuts showing black men on the run. The print, obtained on an old hand-press, was remarkably clear, and there were but few typographical errors. Files of the old

Spectator are considered Mr. Sosey's most valuable possession. Their value is great since they form a complete chronicle of north Missouri's progress. Numerous requests for copies made by civic organizations attest their worth.



Give Your Men a Chance to Learn

A Knowledge of the Entire Printing Industry Will Make Your Employees Better Workmen. Here Is How It Is Being Done.

By JAMES H. COLLINS

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UP IN the Canadian woods they were getting ready to take out a big "spar tree." There was a college man in camp. He thought he knew how to use an ax—had often cut down small trees back home. He asked the foreman if he might cut this giant fir. The foreman's refusal was kindly:

"There is only one layout for that tree," he said. "She must go between that hemlock and the tall spruce. If it falls anywhere else, our work will be balled up—you might even lock it onto another tree. It takes three years to make a good 'faller.' The head 'faller' and I must cut this one."

The college man was humiliated, but got some idea of the technicalities in work like logging, popularly supposed to be "unskilled."

The next day was Sunday. He and the foreman had a talk. The latter said he envied the college man's knowledge of geometry, algebra, and even physics, for he felt that with a background of science and his practical experience, he could learn lots more about logging. A little science would enable him to handle forest giants much more skillfully, quickly, and with less drudgery, and perhaps save several men from being killed and hurt every year in the woods for lack of theoretical knowledge. Canada is now studying ways to give such men the theoretical training needed in their every-day work through the "university in overalls."

It used to take nine tailors to make a man, and at least three tailors to make a suit of clothes. Today, it takes several dozen workers to make a coat. Formerly, the cobbler made a pair of shoes, but now shoe-making is cut up into a regular jig-saw puzzle of little tasks.

"Where can we get all-around men who know how to tackle a machine-shop job—maintain a railroad track—repair a watch?" executives are asking—everywhere the same complaint. After cutting work up into specialties, and the specialties into bits that can quickly be taught a greenhorn, industry now finds that it has eliminated the all-around worker who knew the whole trade, and could be counted upon for supervision and improvement. Moreover, it needs all-around men of kinds not developed by old-fashioned apprenticeship—men who understand designing, selling, accounting, management and the like, from the theoretical as well as the practical side.

Things have gone so far that industry is threatened, and the worker is threatened even more. It is often said that the present-day industrial worker is a machine, but the blunt truth is that he is less, for his task is often so simple and impersonal that he can be more easily dispensed with than the machine he operates.

When the teacher sent little Jackie Cohen home with a note asking that his neck be washed, his mother wrote back: "Don't wash Jackie—learn him!" And that is the answer to the executive's question: "Don't complain about workers' knowledge and ability—teach them."

The employe may be more far-sighted in this matter than the boss. One of the correspondence schools that specializes in technical training has lately begun publishing a monthly journal called

"*Trained Men*," entirely devoted to this subject of employe education, emphasizing its advantages to the executive more than those for the employe—largely because the latter has already been "sold" on industrial education. That employes are very often making their own efforts to acquire the theory behind their jobs is shown by the number of students in nearly nine hundred manufacturing, commercial, transportation and mining corporations. More than three hundred railroad companies have employes who are studying correspondence courses, \$80,000 worth of such courses having been sold to employes of a single railroad in less than five days. Very often, an educational movement of this sort will get under way among employes almost unknown by employers. Real desire to learn furnishes part of the impetus, and systematic sales work and study

supervision by correspondence school the rest. Employers become interested when the correspondence schools report to them the progress of individual employes, and when promotion demonstrates that such training is sound, employers frequently offer to pay part or all of the tuition fees for employes who will study courses within their abilities.

There are several distinct kinds of education needed in nearly every business.

The commonest is simple task teaching, which may comprise anything from showing Johnny, the new office boy, how to wield a broom, up to the multiplication of riveters in a shipyard by separating the work into its basic parts, and showing an expert riveter how to teach it to the novices—something that was done most successfully during the war. Task teaching quickly gives the worker earning power, and the employer production. There it is apt to stop for both of them, however, unless linked to the tasks that go before and come after, and the theory behind all of them. Probably not one worker in ten is interested beyond his task. But the tenth fellow, who is, can be developed. Wider knowledge will fit him for supervision, inspection, transfer from department, as the need arises. If the employer neglects his training, he

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The all-around ability of the employe in any industry—the ability—or knowledge, if you will—which enabled him to tackle any task in the plant, successfully, is gradually disappearing during the present machinery age.

Employers now realize that this all-around quality in workers must be restored.

In this article Mr. Collins tells how various industries are giving their men the general knowledge of the industry in which they are engaged—making the men more interested in their jobs, developing executives, and, above all, developing a higher degree of craftsmanship.—The Editor.

IN THE TARIFF PRINTING INDUSTRY

Articles of interest to Tariff Printers will be found below. They are printed at the request of the Tariff Printers' Society of America

Trade Customs Decided Upon

THE Tariff Printers' Society of America has officially adopted the following trade customs for the government of that industry:

1. BASIS OF CHARGES:

- a. Composition, paper, presswork and binding to be charged for on a flat basis per page of 6, 8 or 10 point for the first 100 copies or multiples thereof.
- b. Additional copies at flat rate per page of paper, per hundred.
It is understood that the above charge includes blank paper on all copies over the initial run of 100 copies.
- c. Author's alterations to be charged for extra at hour rate.
- d. Covers to be charged for extra, depending upon the quality of stock selected and style of binding and printing.
- e. Inserts, tips or maps included in tariffs, or requiring perforated stubs, to be charged for extra.
- f. Packing, shipping and distribution to be charged for on the basis of time and material used.

2. OVERTIME:

When authorized, to be charged extra over the basic page price, at prevailing overtime rates.

3. PROOFS:

Three sets of original proofs to be furnished on all tariffs without extra charge. When additional proofs are required, an additional charge to be made.

4. TYPE STANDING, NOT PRINTED:

- a. Tariffs to be held in type free of charge for ninety days, at which time customer to be notified and, if still requested to hold, a charge on a flat page basis per month to be made.
- b. If customer requests type to be knocked down, either before or after the ninety-day period, a charge for composition will be made at the basic page rate less the additional hundred rate.

The Cost of Holding Standing Pages

WALTER L. HOPKINS, of New York, in his speech before the Toronto convention said that available statistics showed the cost of holding standing pages to be 7½ cents per page per month. This figure, obtained by the Research Department of the U. T. A., makes no allowance for depreciation. Such an allowance would bring the cost to 8¾ cents per page per month.

The importance of this item is great, according to Mr. Hopkins, since present-day needs of the railroads make necessary the holding of thousands of pages in type. The investment in metal, racks and slides is a considerable item in the cost of a tariff plant, Mr. Hopkins said, citing one plant where the capital invested in these items amounts to 75 per cent of its machinery and general equipment investment. The speaker advocated the collection of more complete statistics on the actual cost of holding pages so that correct information might be made available to the industry.

First Convention at Toronto

THE first annual meeting of the Tariff Printers' Society of America was held October 18, 1921, at the King Edward Hotel. A number of interesting addresses were delivered. Many of these contained information of value to the tariff printer and may have escaped his attention. For that reason extracts from a few of the addresses are given below. Lack of space prevents a presentation of all that was said and done at that meeting.

President H. B. Evans opened the first session of the Toronto conference, giving a report of the formation of the Tariff Printers' Society, its affiliation with the United Typothetae of America and its plans for future activities. He was followed by Treasurer Edward L. Stone, whose report showed a cash balance, after all disbursements, of \$1,324.34, and Frank M. Sherman, who gave his report as secretary. Other business included reports of the various committees. Officers of the previous year were re-elected as follows: President, H. B. Evans, Eastern Printing Co., New York; vice-president, N. H. Anspach, Gilman Printing Co., Cleveland; secretary, Frank M. Sherman, 550 Transportation Bldg., Chicago; treasurer, Edward L. Stone, Stone Printing & Mfg. Co., Roanoke.

Speiden Tells Tariff Men What He Thinks of Them

"If alterations are worth \$1.50 an hour, or \$1.75 an hour, I don't say, 'Aw, make it a \$2.00 bill.' Take your medicine like a man," was the statement made by F. L. Speiden, of the Louisville Freight Tariff Bureau, who addressed tariff printers at the Toronto convention on the subject of tariffs, "From the viewpoint of the buyer."

Mr. Speiden declared American industry to be passing through the "deflation" period and that tariff printers must realize this fact, as well as men in other lines of business. "You must bear that part of the aggregate load which is peculiar to your particular industry," he said.

One of the chief needs of the tariff industry is co-ordination, according to Mr. Speiden, who went on to tell how this could be brought about by the printers. Not all of his remarks criticized the industry for failings, however, since he declared organization of the industry had remedied many of its faults. His principle thought was that tariff printers must adapt themselves to present-day conditions, largely as concerns prices.

A Magazine on House Organs

THE BLUE PENCIL, a new monthly publication, tells how to edit house organs. Devoted exclusively to this field the magazine contains many interesting and valuable articles by men and women actively engaged in the production of house magazines, both for customer and employee consumption. The December issue was devoted to the various conventions held in New York, Springfield and Harrisburg, at which house organs formed the main subject. The magazine is pocket size, attractively printed, contains 80 pages and the subscription price is \$3.00 a year.

When Toby is hungry, he don't lie around and wait for a bone. He barks. An' he gets the bone because he advertises.—*Poor Dick.*

“A Few Customers I Have Known”

Being the Account of One Printer's Experiences with the Vagaries of Printing Buyers and How They Were Handled.

By A. J. STEMPLE

A PERSON does not have to be in the printing business very long before he learns a great deal about human nature which he never suspected before. Every printer soon discovers that many of his customers are not only astonishingly careless, but also amazingly thoughtless, so that he has to play mind reader in a great many cases, not always with conspicuous success, either.

Were it not for the printer's painstaking care, and his habit of making sure that his patrons really know what they want, the average printing buyer very often would make a fool of himself. What a customer says he wants and what he puts in his copy, is very often very far from what he has in mind. If the work were turned out as ordered, and copy followed, the perpetrators would be laughed to scorn. Of course, all errors are blamed on the printer. That is the easy and accepted way out of any difficulty, and almost invariably used to excuse sins of omission and commission, by persons not only honest about other matters, but usually very conscientious as well. But blaming the printer for one's own mistakes is not considered a sin. It is the simplest mode of escape from criticism.

Some of the copy furnished by school superintendents, professors, clergymen and business men would make the average grammar school boy blush. The punctuation is wild, when it is not missing entirely, while the grammatical errors are ridiculous, and the spelling is unique and conforms with no authority on earth.

On one occasion, in our office, a high-school principal sent in copy for a certain form letter which he wished printed. It bristled with obvious errors and was very carelessly written, but as the rule of every well regulated printing office is to “follow copy, even if it goes out the window,” before starting work on the letter we telephoned the principal, and asked him whether he did not wish to revise his manuscript, or give us authority to make the necessary corrections. The schoolmaster was a little nettled by the mere suggestion that he was not infallible, and replied that the copy was just as he wanted it. He had written it himself, he informed us, and all we had to do was to follow the copy provided. He furthermore hinted, none too gently, that we didn't understand what it was about, anyway, and consequently we wouldn't know whether it was right or wrong.

The matter was set up and copy followed exactly. A pretty mess it was. The principal was furious, and came to the office in a rage, demanding that the work be done over as we had made no end of blunders. We gently reminded him of his instructions, and showed him his copy. He turned very red and very embarrassed. There was no refuting the evidence. But he passed the buck

after all. He said he dictated the matter to his stenographer, and didn't look at what she had written. The poor stenographers! They have to take almost as much unmerited blame as the printers. The work was done over—at the principal's expense—but he has never forgiven us for exposing his fallibility.

One day a bank cashier brought in a collateral note blank and ordered some printed exactly like it. One glance showed that two important words had been left out in two different places. “You don't want those errors repeated, of course?” he was asked.

“There are no errors,” he said. “This is exactly right. It's very important to have the wording exactly the same, else the notes won't be legal.”

We quietly pointed out the errors. He looked at the note aghast.

“Well, by thunder,” he ejaculated, “we've been using those blanks for two years—we had them done in the city last time—and not a soul saw those blunders before!”

On another occasion a merchant brought in copy for a bill head. “I suppose you want your name properly spelled?” was asked. “There's only one ‘t’ in your name on this old sample, and you spell it with two ‘t’s’, don't you?” He did, and yet he had used over a thousand of the bill heads with his

name speeled wrong, and had never known it! Unbelievable? Not at all. Such things are encountered every day, and show how unobservant and careless even intelligent people may be. Some persons are grateful to have errors pointed out, while others regard it as a personal affront.

It is never safe to take any copy or order without verification. A customer says he wants ten thousand statements, and it turns out that he meant letterheads. Another says he wants sheet seven by nine, but quizzing discloses that he means eight by ten. A customer says he wants cheap paper for a certain job, but the acid test of questioning shows that he wants the highest grade of paper made, but he called it “cheap,” because it was light weight! A customer is in no hurry for his job, and the next day he bellows into the telephone to know how much longer he must wait for his work.

“But you said you were in no hurry,” we remind him. “Yes,” he curtly retorts, “but that only meant that I didn't want it the same day I brought it in.”

On the other hand, there is the man who is so exact that everything he writes may be depended upon absolutely. He knows exactly what he wants, and makes his desires so plain that the veriest fool may not err. But for every individual of this kind there are ninety and nine of the other, and the slipshod and careless people, and those who act on the theory that anything will “go” are the least tolerant of the mistakes of others.

Continued on page 38

What has been your experience with printing buyers? Much has been said about the failings of printers and their salesmen but there is another side to the case. The printer is not always in the wrong and is often blamed for mistakes made by the customer. Of course, it is good business to admit “the customer is always right,” but just among ourselves, now, doesn't this article bring to mind some similar incidents—incidents to be laughed over now? Write them out and send them in. We want to laugh with you and so do our readers.
—The Editor.

OF INTEREST TO THE LAW PRINTERS

The news and articles below refer to the Law Printing branch of the printing industry and are printed at the request of the headquarters' office of the Law Printers Association

Some Important Suggestions

J. E. INGLE, of New York, addressed the Toronto conference on the subject of organization as affecting law printers. He declared that law printing was a profession and an art, and that its general recognition as such could only come through organization of those in the industry.

He ridiculed the narrow-mindedness of those in the trade who declared "standardization would teach every 'one-horse' printer in the country how to do law printing." Those in the trade who make this declaration lack vision and lack appreciation of what has been accomplished by standardization, according to Mr. Ingle.

He said: "Standardization cannot be wrong. It must be right because it has been established as a good thing in a thousand and a million different instances." He also declared that New York law printers have a more complicated task than law printers in any other city and yet he obtained from them the greatest co-operation.

Some of his suggestions follow: Co-operation with clerks and court stenographers, to bring about a standard method of writing minutes. In this connection the patent lawyers have the best method. The stenographers who take the minutes of the Patent Office Record use "X," "XQ," "QXQ," "RDQ," and "RXQ." The general use of these symbols would eliminate the use of running heads stating whether the examination was cross, direct or re-direct. The introduction of the page folio. Standardization for the purpose of having manufacturers build binding machines for law printers. The exchange of rules and shop customs in use in the different states. A committee for the development of that idea, and the use of copper-faced type for side folios, instead of Linotype slugs. Mr. Ingle told of the use of copper-faced type for this purpose in his own shop and how he kept such type in a scientifically arranged box on the make-up table, where it was always available for all folios of a ten-thousand-page job. He said copper-faced type lasts seven or eight months whereas Linotype slugs last but three or four times and necessitate the use of a big table to carry them on.

Recommend Standard Sizes

STANDARDIZATION was the big topic of discussion at the Toronto meeting of the Law Printers' Association, which met in that city last October.

The recommendation was made by **R. J. Conway**, of Detroit, chairman of the Committee on Standardization, that the type page of law briefs be 4x7 inches and the trimmed size 6x9 inches. His committee also recommended the use of a good, plain, readable type, either 10, 11 or 12-point. Mr. Conway's committee, comprised of **J. E. Ingle**, New York; **O. N. Wilcox**, Cleveland, and **Mr. Conway**, had sent out a brief covering this matter to 500 of the best known lawyers, many of whom endorsed the standardization plan. The signatures of these men were used in a petition to the American Bar Association urging the adoption of standard specifications.

This petition was presented to the association at its convention in Cincinnati, by a committee composed of **Wm. C. Hollister**, Chicago, and **Mr. Conway**. While that association failed to take any definite action on the matter at that time, the Law Printers' Association feels certain that it is only a matter of time before its recommendations are accepted and endorsed, according to **Mr. Conway**.

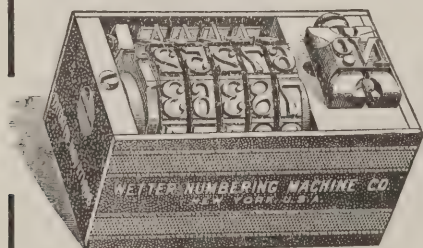
Collecting for Work Done

HOW he collected a bill of \$1,000 due him for law printing, from an inmate of Sing Sing, was told at the Toronto convention by **B. L. Tyrell**, of New York, in his address on "Fixing the Responsibility for Payment."

"We printed a job for a very wealthy, reputable New York lawyer. The bill was not paid promptly, but the lawyer told us not to worry. It was not paid and within a few months we learned our customer was occupying a choice cell at Sing Sing. We went to Sing Sing to see him but found he was allowed but one visitor a week, and he usually selected a member of his family. The bill was finally paid but it only goes to show that one cannot be too careful in the extension of credit," said **Mr. Tyrell**.

Mr. Tyrell advocated the adoption of a standard form which would fix the responsibility of payment, even when the case is lost, since it has been found that the lawyer very seldom is desirous of paying if he loses.

**ALL DEALERS
SELL THEM**



There is More Satisfaction

In Using
THE
Dependable

WETTER

The Good Numbering Machine

Send for Our Catalogue

Wetter Numbering Machine Co. Atlantic Ave. and Logan St., Brooklyn, N. Y., U. S. A.

"Say What You Please, Pat"

But That's Just What's Fashionable Now

A paper salesman told me he no longer carried his loose leaf price list in his hip pocket. Since prohibition has come in a bulge on the hip makes a man an object of suspicion.

Chorus, "Me, Too!"

"Charles F. Higham, London associate of the Wm. H. Rankin Advertising Agency, has been elevated to the knighthood." He is the first advertising man to be knighted. We know one or two we should like to crown.

The Shortage Is General

The United States boasted 1,653 paper making machines in 1920 and 1,706 at the end of 1921.

There is no shortage of paper at present—though the supply of paper money with this department makes us suspect a shortage of that particular mill brand, anyway!

A Mule Would Have Illustrated It Better

"Bah," said the man whose "business is different, etc."—"I have no faith in a service printer."

"Well," said the printer, "a horse has no faith in a veterinarian, but the veterinarian cures him just the same."

We Offer Ours at Half Price

To Kipling an American once wrote: "Hearing that you are retailing literature at \$1.00 a word, I enclose \$1.00 for a sample."

Mr. Kipling complied with "thanks" and kept the dollar.

Two weeks later the American wrote, "Sold the 'thanks' anecdote for \$2.00. Enclosed please find 46 cents in stamps, being half the profits on the transaction, less the postage."—*North American Union*.

Here's Your Chance

Advertising expenditures were abruptly stopped by many firms last year. Many other firms have reduced their appropriations for 1922.

It will be the survival of the fittest—that's certain. Advertising that cannot show results is in for a harrowing period.

That promises well for direct advertising for a man may see returns for every dollar invested.

'Tis a twenty-four karat opportunity for the enterprising printer. Go to it!

Offered to Any Newspaper Editor

A tabby cat felt lonely,
She had no lover true
To call on her and warble
"I love no one but you."

So on the fence she squatted,
And told the Moon her wish;
Now kittens six lap out of
A little china dish.

You take a tip from Lulu;
To boost your enterprise,
Just tell the World you've got it,
IT PAYS TO ADVERTISE!
—Jack Lionel.

Good Advertising

Here is a sound bit of printers' Advertising copy.

Cut of Split Log
with Wedge
in Cleft

Full Returns

Full returns from national publicity are more certain when followed up by proper Direct Advertising.

It is only logical to enlist the co-operation of a printer who can intelligently aid you in the design and production of your advertising literature.

By this act your catalog or circular becomes the wedge with which to spread the cleft made in the prospect's resistance.

THE CALVIN PRESS

I Say, Toby! Punctuate This

A very successful writer of advertising copy once gave us, among other rules, this: "Never write a sentence requiring difficult punctuation. When I find I have written a sentence so involved as to require other than very simple punctuation, I rewrite it, making two sentences of it, if need be."

Punctuation, nevertheless, is highly important. The following verse, without punctuation, is nonsensical:

A funny old man told this to me
I fell in a snowdrift in June said he
I went to a ball game out in the sea
I saw a jelly fish float up in a tree
I found some gum in a cup of tea
I stirred my milk with a big brass key
I opened my door on my bended knee
I beg your pardon for this said he
But 'tis true when told as ought to be
'Tis a puzzle in punctuation you see.

Inserting necessary comas, periods, etc., it reads quite sanely. Try it!

Direct Advertising Did It

The largest retail stores, their location and 1920 sales are:

Marshall Field & Co., Chicago, \$70,000,000.00.
Carson, Pirie, Scott & Co., Chicago, \$50,000,000.00.

N. Snellenberg & Co., Philadelphia, —.
Bon Marche, Paris, —.
Selfridge & Co., London, —.
John Wanamaker, Philadelphia, —.
(Taken from *The Kablegram*, Mt. Morris, Ill.)

The world's largest retail business is that of Sears, Roebuck & Co., Chicago. The first three months of 1920 showed a volume approaching \$100,000,000.00.

Sears, Roebuck & Co. built that business with direct advertising!

The Mighty Speak

The following extracts are from statements by well known executives which appeared in the January issue of *Advertising and Selling*.

C. M. LEMPERLY, DIRECTOR OF PUBLICITY, THE SHERWIN-WILLIAMS CO.

"We are hoping to release a good advertising campaign in 1922, although our 1921 campaign has been a large one, deviating from most of our past campaigns in that our expenditures have been largely local, and have been put into *good dealer helps rather than into an increase in the national field.*"

RALPH BARSTOW, GENERAL SALES MANAGER, GREENFIELD TAP & DIE CORP.

"In our business the most important feature is the *education of the men who sell the actual consumers* (men not on our payroll) so that they may talk GTD production and repair tools intelligently."

G. W. HOPKINS, VICE-PRES. & GENERAL MANAGER COLUMBIA GRAPHOPHONE CO.

"Our important problem is to arouse activity in retailers and prove to them that methods of selling out of retail stores have changed in the past year. That aggressive salesmanship is necessary where clerking has been the custom of the past."

These three men have committed themselves to sales development through direct advertising.

Their statements are eloquent tributes to the growing recognition of the efficiency of direct advertising.

Pat Kay

A New Pennell Book

The Graphic Arts, by Joseph Pennell. The University of Chicago Press, 1921, pp. 305.

This volume contains the Scammon Lectures, as given by Mr. Pennell, at the Art Institute, Chicago, in April, 1920. Mr. Pennell, artist, illustrator and author, is a member of leading art societies and has served on many art commissions. He is recognized as the greatest living American authority on the graphic arts.

In the first two lectures Mr. Pennell limits his discussion of these arts to drawing, engraving and printing in their various forms. He also explains in detail the different kinds of printing surfaces used, and gives particular attention to the art of illustration, the several methods employed from ancient to modern times receiving careful consideration. The works of important artists are freely used for illustrative purposes.

"Etching: The Etchers and the Methods" furnishes material for two extremely interesting lectures. He points out the many admirable qualities of some famous etchers and explains the technic of their art.

Lithography is the subject of the last two lectures. Facts about its invention are given, and just how it differs from wood engraving and etching is pointed out. In speaking of the lack of native trained lithographers, Mr. Pennell says: "Every other country has in its academy a school of graphic arts. We have none. Unless we get a school of graphic arts, we are simply out of competition with the other countries." The various steps in the process of lithographing are explained.

You can tell the kind of printing plant by the kind of typesetting firm it hires to set its composition.

Printing plants where quality and prompt service are first considerations patronize typesetting houses where similar ideals prevail.

The printing plant using the service of members of the Chicago Trade Composition Association is assured that its ideals are the ideals of the members of that organization.

Quality of workmanship and prompt service are part of the everyday equipment of the following Chicago trade composition plants:

UNION SHOPS

Albert Linotyping Corp. 422 S. Dearborn St.
 American Typesetting Corporation
 123 W. Harrison St.
 A-to-Z Typesetters 117 N. Wells St.
 Englewood Typesetting Co. 540 W. 63rd St.
 Kerr-Simons Typesetting Co. 732 Sherman St.
 M. & L. Typesetting Co. 4015 Ravenswood Ave.
 Mathews Typesetting Co. 626 Federal St.
 Moeller Typesetting Co. 162 W. Austin Ave.
 Quality Typo Co. 542 So. Dearborn St.
 Standard Typesetting Co. 701 So. LaSalle St.
 Superior Typesetting Co. 732 Federal St.

OPEN SHOPS

A. R. Buckingham 15 So. Market St.
 Chicago Typesetting Co. 727 So. Dearborn St.
 Empire Typesetting Co. 222 W. Ontario St.
 Kilgore Linotyping Co. 326 W. Madison St.
 S-K-H Typesetting Co. 149 W. Ohio St.
 Smith-McCarthy Typesetting Co.
 637-641 So. Dearborn St.
 Trade-Shop Typesetters 218 So. Clark St.
 Woodlawn Typesetting Co. 1221 E. 63rd St.

They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—
 Guarantee enough!

Newspaper Curiosities

SOME curious newspapers are told about in a recent article in *The British Printer*. One of these was the first evening paper printed in Peking, China, when the enterprising publisher printed it in red, a color supposed to be symbolic of happiness. Another newspaper of the Orient, *The China Times*, began the present century by issuing its paper in seven languages—English, French, German, Italian, Russian, Chinese and Japanese. The edition de luxe of the *Tsing-Pao*, officially recognized by the emperor, now appears as a book of twenty-four pages, tied in a yellow cover by two knots of rice paper.

One of the quaintest papers published in England was called *Berthold's Political Handkerchief*, which appeared, printed on cotton, in 1831. In the first number the editor recommended that readers, after perusal of the sheet, use it as its name indicated. It is said this was done to avoid the newspaper tax. A similar production was *The News Clout*, printed on linen as a protest against the paper duties. During the fight for the abolition of these duties this paper made its appearance for at least six weeks. It was returned to the publisher, washed, reprinted and sent out again.

The smallest and cheapest newspaper ever published was probably the one bearing the title of *The Six-a-Penny, or Penny-a-Week Town and Country Daily Newspaper*, which first appeared in London in July, 1873. Subscribers to this one penny weekly had the paper delivered to them every day, while single copies sold for a farthing. This journalistic curiosity measured eleven inches by nine inches and comprised four pages of three columns each.

At one time the distinction of being the smallest newspaper in the British Empire belonged to *The Echo of the Mountains*, published in a little village high up in the Australian Alps. This microscopical weekly was about the size of a sheet of notepaper. Probably the midget of British journalism in recent years was the *St. Helena Guardian*, not much larger than a sheet of foolscap.

Newspapers are printed nowadays in all sorts of odd places. One at least, before the war, was issued below the level of the sea. It came out at Indio, a station in the Mojave desert, on the Southern Pacific Railroad, and was called *The Submarine*. This sheet announced that its office was "located 212 feet down below." But of quaint newspapers and magazines published during the war, under every kind of novel and exciting condition, it is not necessary to write. There is a wonderful collection of them in the Imperial War Museum at the Crystal Palace, London. It is well that they should be preserved. They reflect the indomitable spirit, the unquenchable cheeriness of our brave boys on land and sea, whether in the thick of the fight or in the deadly monotony of the internment camp.

We Make Plates



and wish you to know that our electrotypes and nickel-types receive careful attention in every detail, from the preparation of the metal to the finishing of the plates. Accuracy we deem very essential and fully understand that only by continued good service can we hope to grow.

Our Telephone is Harrison 6062
Schroeder Bros. Company
 Electrotypers and Nickeltypers
 120-124 W. Polk Street Chicago

The COOPER Series

A New Roman Type of Character • Designed by OSWALD COOPER



Write Our Nearest Branch House
for a Specimen Folder

To the Advertising Profession Mr. Cooper is perhaps the best known designer of lettering in America. In his connection with an advertising service firm he is constantly at work producing effective hand-drawn lettering for the more important material of many of the leading national advertisers—among whom are

MARSHALL FIELD & COMPANY
THE B. F. GOODRICH COMPANY
PACKARD MOTOR CAR CO.
ROYAL TAILORS—AND OTHERS

BARNHART BROTHERS & SPINDLER

Originators of "Types that Talk"

CHICAGO WASHINGTON·D.C. DALLAS SAINT LOUIS KANSAS CITY OMAHA SAINT PAUL SEATTLE



For almost 50 years the name HAMILTON on Printers' Furniture, Wood Type, etc., has been a guaranty of the *best* both in design and workmanship. Fifty years continually "at it" has taught us the "know how" which could be acquired in no other way, and our large output (we manufacture better than ninety percent of all such goods sold in the U. S.) insures a production at a cost which makes our sales price always reasonable, quality considered. *We know how! Ask any printer.*

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Trade Compositors, located in the United States and Canada

Editor	P. A. Howard
Managing Editor	C. J. Nuttall
Advertising Manager	G. V. McCune
New York Manager	H. Lee Treadwell

BEN FRANKLIN PUBLISHING CO.

P. A. Howard	President and Treasurer
E. P. Howard	Vice-President
C. J. Nuttall	Secretary

CHICAGO
440 S. Dearborn Street
Telephone Harrison 6113

NEW YORK
27 Warren Street
Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month.
Subscription rate \$2.00. Single copies 20 cents

How We See the Long Price List

THERE cannot help but be a great deal of doubt as to whether or not the Long Price List will accomplish what the printer wants it to accomplish—namely, the elimination of the sale of paper to the ultimate consumer.

In Chicago the belief exists among printers who have given the matter any thought, that there is a far better arrangement in the agreement now existing between Chicago printers and paper houses. This plan goes to the heart of the evil.

Under this agreement the paper merchant protects the printer by not selling paper out of stock to the buyer of printing. The printer likewise protects the legitimate paper house by refusing to print anything but very large orders requiring mill runs of paper, unless the paper is bought through the printer. A perfection of this arrangement will eliminate the evil of promiscuous paper buying. In Chicago all effort is being used in bringing about such a perfection rather than in agitation for the Long Price List.

The Long Price List does not necessarily mean protection for the printer, while the Chicago plan does. If it is protection the printer wants, then he should welcome whatever plan will bring about that end.

The printer and paper merchant must co-operate to the fullest extent, and such co-operation is assured by the Chicago plan.

When co-operation is present there can be little doubt but that both the printer and paper merchant will profit in a most satisfactory manner.

This is not only the opinion of BEN FRANKLIN MONTHLY but the opinion of Chicago master printers as well.

The promise of an article from Fred W. Goudy in an early issue should be good news for our readers.

The Trade's Salvation

THERE is optimism in the printing industry and therein is to be found its salvation.

We asked several hundred representative master printers of the country what their outlook was for the new year, with reference to their own business.

"Good" made up a majority of the answers.

All of the answers, or all but a few, indicated that the plants in question were below normal in production, and that the first thirty days of 1922 showed a 25 per cent reduction under the similar period in 1921, but in the face of these facts big men of the industry see the light—shining afar off it is true—but the light of a better day, nevertheless. Below are some of the typical answers. Read them and take heart, those of you who are discouraged. They represent the consensus of big men in our industry from coast to coast and from the Great Lakes to the gulf. Here are a few of the answers taken from the top of the pile:

"Good."

"Indications are, they will be better."

"Actual production low. Prospects good."

"Good."

"Good."

"Hopeful."

"Good."

"We are receiving an increasingly large number of inquiries, but customers are slow to close contracts. Expect slow improvement."

"Looks good to us now."

"Very fair."

There are some answers which indicated prospects in that particular city are not as good as they might be, but these are outnumbered by their more cheerful brethren.

It is such optimism as that expressed in these answers—an optimism willing to work against present odds in the belief that tomorrow will bring a better day—it is such optimism that assures us that the printing industry is building upon a foundation stronger than rock—a foundation which will weather the present depression and carry the printing industry into prosperity once more.

Perhaps It's Not So Bad After All

PRINTING plant owners are making very little effort to decrease overhead expenses, according to reports coming from all sections of the country.

Most of these reports indicate that there has been little or no reduction in such expenses in most plants. A similar report regarding reductions of salaries of executives and officers shows that salaries of this class are remaining the same. Since there has been no reduction in the wages paid workmen, production and selling costs today are just as high if not higher than a year ago.

Other industries have cut expenses to the minimum. Is the fact that no such effort has been made in our own industry an indication that conditions are not as bad as they have been pictured?

Engdahl Bindery

412-420 Orleans St. (Just across the New Franklin-Orleans Bridge) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

*Edition
Book Binders*

Telephone Main 4928

The Industry's Greatest Problem

WHAT is the greatest problem facing the printing industry today?

Answers to this question received from all sections of the United States in response to a recent questionnaire indicate that the bringing about of co-operation between employe and employer is the greatest task facing the industry at the present moment.

Nevertheless, other answers indicate there are other important problems to be solved; other tasks to be undertaken and more promotional work to be done, before our industry can reach its true position.

Just what these needs are can be gleaned from the following answers:

"Greater efficiency and uniform production."

"To keep the printers in line on prices based on known hour costs."

"To keep printers from rocking the boat—becoming panic stricken and cutting prices below cost of production."

"The job of educating and urging the installation of modern methods of accounting."

"44-Hour week."

"Reduction in wages and lowering of prices."

"Increasing the number of Open shops and training men."

"Adjustment of labor."

"Lack of production in accordance to wages."

"The training of competent workmen."

"Wage reduction."

"Stabilization of selling prices."

"Collecting for work done, without losing customers."

"To reduce and keep down overhead while return to volume is slow."

"The education of printers, layout men and designers in fundamental art principles."

"Price cutting."

"Education of the buyer to the use of direct-mail-advertising."

"To make advertisers understand that more money should be expended for printing, even if necessary to reduce appropriations for publication advertising."

"The getting together of employer and employes."

"Reduction of costs."

From these statements it would appear that there are many problems to be solved before the printing industry can forge ahead. Boiling them down into three separate divisions we find that education of proficient workmen, greater sales effort and a workable agreement with labor are the outstanding needs of the day.

A Much Needed Book

PRACTICAL Apprenticeship for Printers, published by the Department of Education, United Typothetae of America, 608 South Dearborn street, Chicago, outlines and directs a standard course of education for apprentices. Its worth, therefore, should be great, inasmuch as criticism has been leveled at printers' training schools because no standard of training had been set.

The book is a notable forward step in the training of efficient workmen and should be in the possession of every employer of apprentices as well as in the hands of all teachers of the art of printing.

The book takes up the meaning of apprenticeship, the method of organization for apprentice instruction, the various types of schools, the equipment and instruction necessary, an outline of the course, the relation of the employer and apprentice, an outline of a two-year course for a vocational school, the selection of apprentices and special schools and apprentice lectures.

The book sells for \$2.50.



A
Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

.....
A Trial Will Convince You
.....

**La Salle Paper
Company**

171-173 N. Dearborn St.

CHICAGO

Telephone RANDOLPH 3640

How Printing Salesmen Are Paid

HOW should printing salesmen be paid? How are they being paid? These questions came to the mind of the editor recently and he started out to find the method most in use. He found three different methods. One of these is to pay a straight salary. The second is straight commission payment on work brought into the plant, and the third is a combination of both, whereby the salesman works on a salary basis with commission on the work he controls, or on a portion of it over a certain amount.

When both a salary and commission are paid the amount of commission is of course much smaller than when no salary is paid and the salesman works on a "straight commission" basis. The amount of commission allowed on either method of paying varies from 5 per cent to 30 per cent. The smaller amounts of commission are paid when a salary is also given and the larger amounts are given for "straight commission."

It would seem to us that the best results are obtained from the combination method. The commission acts as a stimulator and keeps salesmen on their toes at all times. It is also the fairest method for the salesman, who is in this way rewarded for his actual work.

Nuttall Resigns as Managing Editor

BEN FRANKLIN MONTHLY announces the resignation of C. J. Nuttall as managing editor, effective February 10. Mr. Nuttall has been connected with Ben Franklin Publishing Company for two years and a half. He has also resigned as secretary of the latter concern. He has announced no plans for the future.

Robert O. Ballou, former editor of the *Typothetae Bulletin* and more recently editorial writer for the *Chicago Evening Post*, will take Mr. Nuttall's place.

Endorse C. O. D. Postage Plan

THE National Commission of the Associated Advertising Clubs of the World, in session at Buffalo on January 9 and 10, adopted a resolution strongly favoring a recent recommendation of the Postmaster-General in favor of establishing a C. O. D. postage permit plan. The legislative committee of the commission expressed the opinion that no legislation was required to put the plan into effect, but that the Postmaster-General had it within his power merely to issue an order and make it effective.

"The proposed plan," Homer J. Buckley, chairman of the legislative committee, told the commission, "will allow users of direct-mail advertising to send out return envelopes and cards to prospects with the permit notice printed in the upper right-hand corner in place of a postage stamp. The matter then can be mailed without affixing stamps and the permit holder will pay the postage upon delivery."

"This will mean that more replies will come to direct-mail advertising. It will mean that rural residents can drop the cards or envelopes in mail boxes, where they will be picked up by the rural free delivery carriers. Thus there will be no waiting until the opportunity comes to go to the postoffice for stamps."

"It is easy to see that such a plan means more business, because it will bring more inquiries. This is why representative business houses all over the United States are getting back of the idea and pledging their support."

The commission meeting was attended by representatives from all of the nineteen advertising bodies going to make up the membership.

The next quarterly meeting of the commission will be held in Cincinnati the last week in March.

JUST A FEW SAMPLES OF

Standard Continuous Strip Border

These and many other designs may be had in strips 25 inches long, at a cost of 40 cents a pound. When estimating amount needed figure 42 inches to a pound.

STANDARD TYPESETTING COMPANY

Chicago's Composing Room

701-703 South La Salle Street Telephones
Harrison 3570-1-2 CHICAGO, ILLINOIS



Building a Printing Business



Under the above generic title a series of TWELVE booklets is being issued to the printing craft of America, by The American Writing Paper Company, through the United Typothetae of America. The sub-titles of the first EIGHT follow:

1. *What We Work For*
2. *Looking Down Main Street*
3. *The Field for Skill and Knowledge*
4. *Bonanza*
5. *The Policy—Positive or Negative*
6. *Two Jobs for One, or Doubling the Business*
7. *Printed Salesmanship*
8. *The Cinderella of Advertising—Selling*

There are four booklets yet to come, titles of which will be announced in due course; all of this series are informational, inspirational, positive, and constructive in character and effect.

THE ART OF PRINTED SALESMANSHIP AND THE ART OF SELLING PRINTED SALESMANSHIP

Eight of these Course Lessons, by a nationally known specialist, are ready for distribution, and are briefly outlined as to text as follows:

LESSON NO. 1. *Advertising, Personal Salesmanship, and Printed Salesmanship Classified and Compared*

LESSON NO. 2. *The Great False Premise of the Advertising Situation*

LESSON NO. 3. *The Framework of the Message, with illustrations showing good and bad*

LESSON NO. 4. *The Selling Links of the Great Selling Chain*

LESSON NO. 5. *What Written Salesmanship Is*

LESSON NO. 6. *The Parts of Conviction and Persuasion. The Cause in Buying*

LESSON NO. 7. *The Great Magnet to Which All Humanity Moves. What Selling Is n't*

LESSON NO. 8. *Eleven Classes of Foundational Copy with Eleven Classes of Froth. The Woof and Warp of Sales*

The author, as he proceeds, presents a highly evidential and logical case that PROVES AS IT GOES—and it goes to BED ROCK. Those who master the principles embodied will be master salesmen—masters of PRINTED SALESMANSHIP.

A Course of this character, written exclusively for the printing craft, has so far been both unpurchasable and unattainable. It will speedily be recognized by those who study it, that the service and value given represent large financial

outlay, and have been rendered possible only by organized resources far beyond average reach.

Copies distributed to all printers through U. T. A. local associations, without cost and without price.

The AMERICAN WRITING PAPER COMPANY will deem itself both honored and privileged if the printers of America will accept the fruits of this step in the spirit of helpfulness and goodwill in which it is tendered.

THE AMERICAN WRITING PAPER COMPANY SERVICE DEPARTMENT

JOSEPH A. BORDEN, *Director*

10 SOUTH LA SALLE STREET, CHICAGO, ILL.

Good, Clean Printing

comes only from good, new type. Maintains the Quality and Cuts the Cost. Your customers want high-class work—we know this because you send the composition to our plant. But—to follow the thought—what is the condition of the type in your cases? Stock up your composing room with brand new first-class material from our hard metal department. Maintain the quality and cut the cost.

Do not confuse our type with composing machine product. Ours is foundry made.

We are equipped to supply you with the service and material so essential to your success. We maintain continuous day and night service for composition and make-up.

Mathews Typesetting Co.

Phones Harrison 4086 and Harrison 2083

Composition Linotype and Makeup

626 Federal Street Chicago, Ill.

"A Few Customers I Have Known"

Continued from Page 25

The time honored rule in every printing office as to following copy, even to "following it out of the window," is supposed to be as inflexible as the laws of the Medes and Persians. But even to this rule there are times when exceptions are proper. We thought so when we received an order from an out of town bank with copy for letter heads, on which the capital stock was given, in figures, as one million dollars, and the surplus as a million. As we had done work for this bank before, we knew the capital was but one hundred thousand dollars, and so was the surplus. Thinking that the one extra cipher had been inserted in the amounts, on the copy, through carelessness, we corrected the error and printed the correct figures. Result? The cashier wrote us a sharp letter, rightly inquired why his copy was not followed, and demanded that we do the work over. We did so, without charge to him. Later it developed that Mr. Cashier wanted that stationery for his own special use when he wrote to personal friends whom he wished to impress with the idea that he was a big frog in a big puddle. The million dollar capital appearing on these letterheads was much more impressive than the truth. If any question came up about this, or attention was called to the matter, he simply had to make the threadbare but always available excuse—the fool printer made a fool mistake!

The theorist with novel ideas of punctuation—or lack of punctuation, is ever with us, and so is the man who essays to tell the printer what size type to use for every line in his job. He doesn't know a thing about printing, nor even the names of the types, yet he thinks himself competent to dictate to a trained printer as to how his matter should be set.

Then there is the customer who demands proof of the simplest little job—but never sees the errors he himself is guilty of. This patron usually objects very strenuously to paying for a proof, and can't see why there should be any expense attached to it. He is first cousin to the man who uses a proof to show what he *doesn't* want. Instead of drawing up his copy properly, he waits till he gets a proof, and then changes it all over and demands another proof. And he doesn't like to pay for the corrections any better than his unreasonable first cousin!

The lot of the printer is very trying at times, and when customers make demands which would not be tolerated in any other business, it requires real tact and diplomacy to handle the situations which arise, without antagonizing the customer or making an unwarranted drain on the cash box. But the printer who hopes to make a success of his business, and retain his self-respect at the same time, must learn how to deal with these matters, and gently educate his patrons along correct lines.

Printers Appraisal Agency

ESTABLISHED 1906
Printing Plants
Incorporated *Exclusively*

536-38 So. Dearborn St. Chicago

A Record of Twelve Consecutive Years
in One Chicago Plant

Endorsed by the Franklin-Typothetae of Chicago

Monotype Company to Make and Sell Barrett Adding Machines

LANSTON MONOTYPE MACHINE COMPANY, Philadelphia, by way of celebrating the closing of a very satisfactory business year and of emphasizing its firm faith in the future, begs to announce that it has purchased the business, machinery, patents, trade marks, trade name and good will of the

BARRETT ADDING MACHINE COMPANY

The astonishing similarity between processes under which the Barrett Adding Machines and Monotype Keyboards are manufactured gave to the purchasing Company a most logical means for expansion of its constantly growing business.

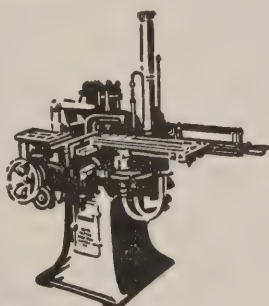
THE MONOTYPE

Composing Machine—Type-&-Rule Caster



Over 10,000 Monotypes are in use daily in the best printing plants throughout the whole world. Governments, trade plants, direct-mail advertising printers, book and magazine publishers,

shops where perfect typography is the stock-in-trade—all use, and *must* use, the Monotype. *Flexibility, quality, speed, service*—these are all Monotype words. The Monotype was the originator of complete non-distribution, and has given to the world profitable single-type composition and the unit system of equipment installation.



THE BARRETT

Adding, Listing and Calculating Machine



The Barrett is a complete calculating machine that adds, subtracts, divides, multiplies and lists; *printing* the proofs of its operations. Two new models are being marketed. Over 12,000 Barretts now are in daily use—one hundred and twenty alone in the offices of one great corporation, The Metropolitan Life Insurance Company, their last order for twelve machines being given in January, 1922. Repeat orders from large concerns show that the Barrett holds its high quality under long service. With the unconditional guarantee of the Monotype factory behind it, the Barrett is the safest buy today of any machine in its field.

This company will now manufacture all models of the Barrett Adding, Listing and Calculating Machines in its factory at Philadelphia, and distribute them through the Monotype organization.

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

TORONTO

BIRMINGHAM

Monotype Company of California; SAN FRANCISCO

Phone Wabash 7192-3-4

Kerr= Simons Type setting Co.

MONOTYPE
LINOTYPE
MAKEUP

f^{OR THE}
TRADE

732 Sherman St.
Chicago

Day and Night Service

Give Your Men a Chance to Learn

Continued from page 23

will train himself and market his increased ability in some other plant.

Task teaching is pretty much a plant activity, because tasks differ in each plant.

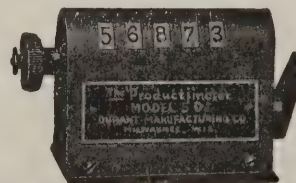
Theory teaching is seldom successful as an exclusive plant proposition, say educational experts. Only the largest corporations can afford to maintain private schools for teaching subjects like printing, engineering, mechanics, administration, metallurgy and the like. Good teachers are scarce and costly. Good text-books written from the slant of a given business are even more expensive. Employees who might benefit by the school are often widely scattered. The breadth of such studies peculiarly adapts them to the text-books, teachers, and systematic encouragement of the correspondence schools.

How a thing is taught makes more difference in results than is expected by the "practical" man who criticizes teachers for "too much theory." As an example of good teaching, take a subject which many workers are anxious to study—the English language, which is needed by the foreign-born, as well as common school studies by workers born in this country, but enjoying little schooling. Given ordinary text-books, the Italian or Slav would find himself hopelessly entangled in grammar. Using the lessons prepared by Dr. Peter Roberts, a real teacher, Giovanni or Jan find themselves learning words that they can use every day in finding a job, buying clothes or taking a railroad journey.

Still another important field of teaching is that which imparts the things that lie beyond even the technical theory of a business concern or an industry—its policies, spirit, broad tendencies, and the general direction of its invention and progress. These are not taught in classes, but spread through encouragement of reading technical and scientific journals and books. Some business concerns subscribe to enough copies of important periodicals to maintain a circulating service of marked copies, each article automatically coming to every person in the organization who ought to read it. Other concerns, finding many books purchased by the management are scattered through different departments, have brought them together in a special library, to which every interested employe has access. Yet again, each broad subject pertaining to products, processes, research, management and the like, is systematically covered by clippings and filing important articles as they appear, with a portfolio devoted to each subject.

It is now widely admitted by employers that the all-around quality in workers must be restored by teaching.

It is not so widely realized, however, that workers want to be taught—that they see in study their chief opportunity for advancement, and are willing to make real sacrifices to acquire knowledge. Not all workers appreciate chances to learn—perhaps not one in ten, or even one in twenty. But those who do, the intelligent, ambitious, healthy-minded men and women, are enough to leaven the mass and furnish the initiative and leadership that has lately been disappearing from American industry.



(1122)

A Better Counter

All your counter troubles will go when you hook on

The Productimeter

Don't ask for a "counter" — Say "The Productimeter." Your Supply House has it—or will get it.

Durant Mfg. Co., 617 Buffum St., Milwaukee

WHAT THE HOUSE ORGANS ARE PLAYING

What Live House Organs Are Doing

THE Pridemark, published by the Thomsen-Ellis Company, Baltimore, prints copyrighted sales stories with the suggestion to business houses that they order a number of the articles reprinted for distribution among their customers. Since the Thomsen-Ellis Company holds the copyright and since the articles are real sales stimulaters, the orders obtained for "reprints" not only mean direct business, but create good will on the part of customer availing himself of the company's offer.

The various issues of *Gray Print*, the house organ of the Gray Printing Company, Fostoria, Ohio, form a primer for the advertising man and business man who buys printing. One issue was given over to the subject of engravings with simplified explanations of the various kinds of engravings and their uses, completely illustrated. Another issue took up the subject of paper, showing the difference between enamel, cover stock and other kinds of paper, going into detail regarding the various grades of paper in each classification. These differences were further emphasized by printing each section of the house organ on a different kind of paper. The same issue also gave a list of proofreader's marks, illustrating their use. A catalog of type faces the company own was another feature.

A third issue took up "Copy Preparation," fitting copy to the space allotted, type sizes and an explanation of type arithmetic, with tables and a number of examples of ruled work. We venture the opinion that *Gray Print* is one of the very few filed away by business men for future reference. We admit the copies we have received have been so disposed of.

Book Buying and the "Peepul"

SOMETHING like 78 books are purchased for gift purposes against one for personal use.

And how do people buy books?

Watch them in any book store—it will tell you something about buying habits.

For one who comes in with a definitely decided purchase in view, ten will "browse." That is they'll stand dazedly before the bewildering display, and then as their eye is caught by one or another, will begin pawing them over.

Then they'll begin riffling the leaves of a few that have attracted them. The illustrations hold the attention. They have a universal appeal, you know.

And that's why colored illustrations in books are coming more and more into use by the publishers. They have learned their genuine sales value. It pays. Because people buy those books in preference.

How about your customers. Aren't they the "peepul," too? And if they respond to color in books, won't color in your appeal stimulate their interest and response, too.

Of course, it will. Try it and see.—*Impressions, Thos. B. Brooks, New York City.*

The Way It Should Be Done

MANY men spend their time attempting to decrease the cost of production so that they may increase their profit or reduce their price when the same amount of effort in another direction would increase their sales, which would automatically decrease the cost of production.—*The Pridemark, Thomsen-Ellis Co., Baltimore, Md.*

"But Not Too Much Color"

NOT long ago, we had something to say about the value of color in printed matter, and cited some instances to prove its pulling power.

Today, we are going to preach again from the same text.

No one knows just when color first began to catch and hold the interest of humanity. This instinctive attraction to color seems to be one of the basic instincts of our being. Away back yonder at the dawn of days, thousands of years before civilization, neolithic man, we are told, reached out for the brightest colored rocks, upon which to trace his crude, fantastic illustrations. This was the very infancy of art in the world.

We laugh now at the efforts of primitive man. But who shall say that his drawings were more wild and weird than some of our modern conceptions of color? Neolithic man was limited to the color of the stone itself. There is nothing in our records to indicate that he ever pictured a traffic cop in a green uniform with pink socks!

It is a notable fact that many people who use a great deal of printed matter do not fully understand the judicious application of color. If it is to be a two-color job, some men feel that the second color should be used on every page, and as prominently as possible. This is a mistaken idea. More often than not, a slight touch of color, just enough to relieve the monotony of black and white, will prove much more effective than a brilliant mass.—*King's Courier, King Ptg. Co., Bristol, Tenn.*

The New Idea in Advertising

THE other day we were looking over some old advertisements clipped from magazines issued fifteen or twenty years ago. There are few ways in which you can get a more graphic picture of the progress which advertising has made in the past decade or so.

Freaks of art and monstrosities of composition were those early ads. Printers stayed awake nights trying to figure out wierd combinations of type and borders.

But most significant of all was the copy. The idea seemed to be to claim as much as possible—and let the reader make his own deductions. Superlatives were piled on top of hyperbole, and colorful adjectives sandwiched into every crack and crevice. It was enough to make one dizzy just to scan the opening paragraph.

From this jumbled mass of yesterday it is a real comfort to turn to a bit of today's advertising, where the paramount idea is—*make the copy believable!* Again and again we have known manufacturers to insist upon understating the qualities of a product, because the plain truth seemed too good to be believed.

All of which is very refreshing, because it shows that we are beginning to seriously consider advertising as a real sales vehicle. Who knows, the time may yet come when we can believe what we see on the circus poster.—*King's Courier, King Ptg. Co., Bristol, Tenn.*

One Gullberg & Smith Calendar Gathering Machine

Practically new. Bargain for quick sale. Address
Messenger Publishing Company
314-324 W. Superior Street, Chicago.

Don't Shop

IT DOES NOT PAY
IN THE LONG RUN

It's Not Economy

Cheap composition is costly at any price. The few cents saved on the initial cost of job frequently results in annoying delays and lost time on makeready in your pressroom

Good Typography

is generally worth all that you are asked to pay. When you get a job set and madeup the Superior way you are assured of real service and solid satisfaction to your customer

This advertisement
is composed in our
Bold Type Series;
carried in five sizes
from 14 to 36 point
Roman.....No. 1000
Italic.....No. 2000

SUPERIOR
TYPESETTING COMPANY
Monotype & Linotype Specialists
732 Federal St. Harrison 2755

What the Supreme Court Meant

Continued from Page 15

seller alike. The editor of a trade publication can usually make such comment as he pleases for the benefit of the industry as a whole, and a discussion of demand and production which would bring down the whole force of the Department of Justice if emanating from a trade association secretary, might be wholly innocent if independently published in the editorial columns of a trade or technical publication. Indeed, there is every reason to believe that all the legitimate benefits of trade association statistics might be obtained by giving the figures to the trade press, and letting the publications make the comment as to what action should be taken.

Obviously enough, however, I am talking about genuine business publications—not about “association organs” camouflaged to look like business papers. There is no chance whatever of getting by with the latter for any length of time, for whatever else they may be the officials of the Department of Justice are not fools. The mere subterfuge of printing letters and bulletins in the format of a regular trade paper will not give any immunity to the subject matter therein contained. The difference between a legitimate business publication of independent standing, and a mere official organ, is as apparent to the Government and the courts as it is to anybody else. The publications which are used for such a purpose as I have outlined must be genuine business papers in every sense of the word; possessing a *bona fide* subscription list, being neither owned nor controlled by the trade association, and having no secret understandings as to what shall or shall not be printed.

In short, there is no reason to believe that the legitimate and beneficial effects of trade association activities have been in any way jeopardized by the decision of the Supreme Court. What it has done, however, is to make it clear once more that no subterfuge of form or subtlety of organization will give immunity from the restrictions of the law.

Postpone Canadian Tariff Ruling

A BOOKLET or house organ that carries the name or the trademark of a concern located in the United States does not need to be specially imprinted for circulation in Canada. It is only in the case of publications that bear no specific mark of origin that the law provides for imprinting as above mentioned. Moreover, an order-in-council has been passed postponing operation of this section of the Canadian Customs Tariff Act until after the next session of Parliament.

Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185



**FORT DEARBORN
PAPER COMPANY**

The "Seconds" line of defense

OUR stock comprises a complete line of regular sizes, as well as odd sizes, in coated paper seconds in every weight and in qualities ranging from featherweight enamel to rag folding enamel. Also post card and litho coated blanks; all seconds, being carefully re-assorted.

We offer, also, at all times a wide selection of perfect paper, coated and uncoated, in desirable lots at prices that will increase your profits.

**Fort Dearborn Paper
Company**

319 North Wells Street
CHICAGO

TELEPHONE MAIN 0703

UNITED STATES AT LARGE

A bill for the creation of an industrial court to adjudicate labor disputes in basic industries is to be submitted to Congress in the near future, according to Washington reports. The plan is based on the idea that the public interest is paramount and the tribunal would be composed entirely of public representatives. It differs from the Kansas Industrial Court in that its final recourse will be not jail sentences but the pressure of public opinion. A strike would be forbidden while a case is before the court, but thereafter only the pressure of public opinion would be relied upon to secure acquiescence with the decision of the court. The plan provides for regional courts, to be appointed by the President. Either labor or employers might bring a dispute before the court, or a complaint by a citizen might put the machinery of investigation in motion.

Headed by George L. Berry, president of the International Pressmen's Union, a group of presidents of international labor bodies were presented to President Harding last month by Frank Morrison, secretary of the American Federation of Labor, and urged upon the President a reduction in the second class postal rates as a measure to aid the unemployment situation.

Spokesmen for the delegation pointed out that the present second class postal rate was 378 per cent greater than that of 1916. Thousands of members of the printing trade and associated workers had been rendered jobless as a result, they said, and they urged the President's support of measures to reduce the postal rate.

Joseph J. Dallas, who was formerly international organizer for the Typographical Union, in charge of the office of the emergency fleet of the U. S. Shipping Board for New England, Quebec and the provinces for over a year, and for the last two years assistant manager of the Boston office of the Lanston Monotype Co., has resigned from the latter position.

Mr. Dallas is now general manager of the Boston Graphic Arts Exposition, with an office at the Exposition headquarters, rooms 908-909 Rice Bldg., 10 High street, Boston. Mr. Dallas will have working with him Executive Secretary John N. Fielding.

The Industrial Commission of Colorado handed down a decision January 21, which authorizes employing photo-engravers of that state to put into effect a fifteen per cent reduction in the actual hour wage paid each employee. The commission reduces the minimum scale from \$40.00 to \$35.00 a week, but declares the 44-hour week question to be one that must be settled by employees and employers without the aid of the commission. The Colorado labor law does not attempt to compel either side of a labor controversy to abide by the commission's findings.

The Inland Daily Press Association will hold its next meeting, which is the annual meeting, in the Hotel La Salle, Chicago, Tuesday and Wednesday, February 21 and 22, in the Red Room, which has been reserved by the president of the organization, John Sundine, business manager of the Moline, Ill., *Daily Dispatch*.

There will be reports of the officers, election of officers for the coming year, and a general business meeting. Will C. Tufford, of Clinton, Iowa, is secretary and treasurer of the association.

The Mercantile Printing Co., Honolulu, will move March 1 to new quarters at the corner of Nuuanu and Merchant streets, which that concern purchased last month for \$35,000. The Mercantile Printing Co. is the oldest job printing house in Honolulu outside of the newspaper shops. It was founded in 1899 by George S. Evans. Ed Towse, the present owner, bought controlling interest in 1900. The company has recently added a great deal of new equipment.

Tulsa, Okla., was named as the 1923 convention city for the Oklahoma Employing Printers' Association, whose last meeting was held in Oklahoma City, January 12. A spring session will be held some time in May at Ponca City, Okla., when the Oklahoma Press Association meets. Officers chosen at the Oklahoma City conference are: J. L. Cockrell, re-elected president; L. S. Corey, Enid, elected vice-president, and Gathings Walker, Oklahoma City, elected secretary.

George J. Anderson, managing director of the New York Employing Printers' Association, resigned from that position January 16. Mr. Anderson has since joined the staff of Curtis, Fosdick & Belknap, as labor advisor to a group of large corporations in the coal, oil, steel and other industries.

The Racine (Wis.) Typothetae met January 9, at Hotel Racine and elected officers for 1922. William M. Foster is the president of the organization, having been re-elected. The other officers were also re-elected, including Eugene Smith, Kenosha, vice-president; Leo F. Miller, secretary, and Henry B. Hall, treasurer. The board of directors consists of Charles Brose, Racine, Edward Parker, Racine, and Louis Hansman, Kenosha.

An exhibition of fine art color prints made from originals at the Metropolitan Art Museum and other art institutes was shown at the New York Advertising Club for a period of ten days beginning January 14. The exhibition was under the direction of Frank M. Seamans, of The United States Printing & Lithograph Co.

A similar exhibition was held in the Cleveland Advertising Club last November.

A new job printing office was opened in Springfield, Ohio, last month by Ben Albin and Harry Emerson. The office will be located at 213 West Main street. Mr. Albin was employed by the Tribune Publishing Co. as a pressman for a number of years. Mr. Emerson was formerly foreman of the composing room of the Lagonda Publishing Co.

The Printcrafters is the name of a new concern incorporated during the past month in Wheeling, W. Va. The company will do a general job and commercial printing business. The total authorized capital stock is \$15,000. The incorporators are C. W. Levy, Veleria Levy, E. E. Taylor, C. E. Taylor and F. N. Patterson, all of Wheeling.

Printing of advertisements, words or sentences of any kind around the "window" of so-called window envelopes is prohibited, says a recent postal ruling. The only thing that will be permitted is a border around the "window," but even that border must not be broader than five-thirty-seconds of an inch.

Arthur P. Morley, for the past eight years connected with Peter Gray & Sons, of Cambridge, Mass., the last three years in the capacity of purchasing agent, recently resigned to join the service department staff of the Murray Printing Co. of Cambridge.

The executive council of the United Typothetae of America, at its recent meeting in Chicago, decided upon Cleveland as the next convention city. Headquarters will be at the Hotel Cleveland. The convention will be from October 16 to 20, inclusive.

WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO. PRINTERS' ROLLERS and Tablet Composition Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.

The Milwaukee Club of Printing House Craftsmen held its regular monthly meeting January 19 at the Republican House. Addresses by W. F. Ebbing, secretary of the Ohio Knife Co., on the "Manufacture and Care of Paper Knives," and Wm. Knoelk of the Business Science Society of Chicago, on "The Qualifications Necessary to Success," proved to be entertaining and instructive. Members expressed their appreciation of the weekly gathering for noon-day lunch at the Hotel Medford so strongly that additional meeting points are to be selected.

The following officers were elected for the ensuing year:

President, George Faber; first vice-president, R. F. Nuzum; second vice-president, Emil Loebel; secretary, Walter Hoffmeister; treasurer, Edward Heimaker.

A committee was appointed to prepare suitable testimonial of appreciation of the good work done during the formative period of the club by its energetic retiring president, E. George Myers.

The next meeting will be held on the second Thursday in February, at the same place, when the subject "Type Metal" will be discussed, following an address by an expert of national reputation in that line of supply.

Thomas H. Blodgett, whose election to the presidency of the American Chicle Co. was recently reported, has resigned as president of the Sackett & Wilhelms Corp., lithographers and printers, Brooklyn. He will be chairman of the board of directors of the Sackett & Wilhelms company.

William Werther, who has been with the Sackett & Wilhelms organization for the last twenty-five years, being vice-president the last three years, succeeds Mr. Blodgett as president.

H. H. Platt, assistant to the president of this company for the last four years, has been made vice-president.

William C. Magee, typographic manager for the Lanston Monotype Machine Co., of Philadelphia, has joined the advertising agency of Barton, Durstine & Osborn, New York, as assistant manager of mechanical production.

Mr. Magee has been with the Monotype company for twelve years, beginning at the bottom, becoming instructor in the Monotype school and then assistant to the late Joseph Hays, whom he succeeded as head of the typographic department after Mr. Hay's death in May, 1919, where he had supervision over the designing of type faces and the making of matrices.

The Wagoner Printing Co., Galesburg, Ill., has installed a new Linotype.

A scholarship in the Department of Printing at Carnegie Institute of Technology, Pittsburgh, has been established by the Miller Saw-Trimmer Co. Under the terms of this scholarship, which will be known as the "Miller Saw-Trimmer Co. Scholarship," \$200 will be available yearly, to be awarded to a regular student in the department who, in addition to high scholastic standing and good character, gives striking evidence of the fact that he has exceptional mechanical ability.

The Hawkeye Press, one of Davenport, Iowa's largest job printing establishments, which has been managed by Ed. Borchert, C. S. Osborne and J. H. Jehens, has been taken over by Bawden Bros., Inc., advertising specialists.

The printing department of Bawden Bros. will be under the management of Frank McKinley, who, for the past four years, has been the executive secretary of the Tri-City Manufacturing Printers' Association.

The Melchior Paper Co., of Philadelphia, with offices at 416 Drexel building, has been appointed exclusive selling agent in Philadelphia for the McLaurin-Jones Company's sealing tapes.

P. F. Melchior is president of the company and was formerly with the Ideal Coated Paper Co., Brookfield, Mass., Ware Coated Paper Co., Ware, Mass., and the Samuel Jones Co., of Newark, N. J. The company is also distributor of moistening machines.

Managers of the thirty-seven Better Business Bureaus, now operating in thirty-seven of the larger cities, will meet in St. Louis, February 21, 22, 23 and 24. The Better Business Bureau movement has as its purpose the investigation of advertising to prevent fraudulent statements. The good it has done along this line has been very noticeable.

Thomas H. Rickenberg and C. B. Lusk have acquired full ownership of the Globe Printing Co., Quincy, Ill., and are now in charge of the plant. They have purchased the interests of Earl and Murell Barnett, who recently came from Lincoln, Neb., to take the management of the plant. Messrs. Barnett have returned to their former home in Lincoln, Neb.

Robert W. Hilton, vice-president of Ault & Wiborg Co., Cincinnati, who has announced he will withdraw from that company, will spend a month traveling with his wife, and then return to engage in business in Cincinnati. He has been with the Ault & Wiborg Co. for twenty-five years.

The Automotive Equipment Association has adopted a standard size for catalogs of its members, 7½ x 10½, this being the hypotenuse oblong size recommended by the National Association of Purchasing Agents and the United Typothetae of America, and recommends that the type size page should not exceed 6 x 9 inches.

The Southern Illinois Editorial Association will hold its 1922 convention in Granite City in March. Practically all newspapers in southern Illinois are members of the association and several hundred are expected at the Granite City meeting.

Charles B. Weiss has joined the sales and service departments of The Horn-Shafer Co., Baltimore printers and publishers. He has been with several Baltimore newspapers and in advertising work and commercial printing.

The course in typography started by Columbia University, New York City, last fall has been so successful that another class has been added for the spring term. The course is under the direction of James D. Gabler.

The Bating Publishing Co., of Peoria, Ill., has been incorporated for \$4,000 to do a general publishing business. The incorporators are A. T. Griffith, T. H. Webb, R. H. Daniels and W. B. Wilde. The company is located in the Schradzki building.

The Fourth District Typothetae Federation Convention will be held in Richmond, Va., February 10 and 11, under the guiding hand of the Richmond Typothetae. Headquarters will be at the Hotel Jefferson.

The Gross Typesetting Co., St. Louis, has moved to 505 Market street, on the second floor, taking the space formerly occupied by the Wolff Printing Co., which has moved to the ground floor.

The Eagle Printing Ink Co., of New York City, has opened a Cincinnati office at 28 Opera Place. Eugene J. Kelly is the manager of the new Eagle service and sales branch.

"B' in Boston" has been chosen as the official slogan of the Graphic Arts Exposition to be held in Boston August 28 to September 2, 1922. "Boston expects you" will be the supplementary slogan.

The Minnesota Editorial Association will meet at the West Hotel, Minneapolis, Minn., February 16, 17 and 18.

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

NUZUM ELECTROTYPE COMPANY

FORMERLY LAUDON-NUZUM

340-346 JEFFERSON STREET

MILWAUKEE, WIS.

PHONE BROADWAY 1279

ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES

MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

Notable changes have taken place recently in the lithographing industry. As a result, sixty-six presses in Chicago are running on the open shop basis, out of a total of 169 involved. Heretofore the lithographers have been practically one hundred per cent organized and during the last few years the men have earned the largest wages in the history of their industry.

The employers, in the fall of 1921, deemed it necessary to put into effect a cut in the war-time wages of the lithographers, and to this end representatives of the employers and of the craftsmen met and agreed upon 12½ per cent as an equitable reduction, to be put into force with the last week of December, 1921.

The unions, however, rejected the agreement and negotiations were terminated. A large section of the employers in Chicago, known as the Chicago-Milwaukee Group of Employing Lithographers, declared for the open shop. The cities of Rochester, Buffalo and Syracuse have accepted a reduction of 12½ per cent and business is going on there as usual. From Louisville comes the report that the employees in one shop struck but returned to work in three days when they found that the employees in the other shops would not follow their lead.

The members of the association are being urged to establish production standards which will permit the men to win back not only the entire amount of the decrease of 12½ per cent but added earnings, based upon individual skill and ability. The employers themselves will benefit from increased production and lower unit costs.

Officers of the Printing Trades Secretary-Managers' Association for 1922 were elected at the annual meeting held in Indianapolis in January, as follows: Don V. Gerking, Detroit, president; Edgar E. Nelson, Boston, vice-president; W. Van Hinkle, Chicago, secretary treasurer. The district vice-presidents elected were: Ben F. Durr, Washington; T. J. Turner, Spokane; Henry M. Ellis, New Orleans, and H. H. Orem, Dallas. E. P. Mickel, retiring president, was made "President Emeritus." Forty-three secretary-managers were in attendance.

The Foreman-Bassett Co., Cleveland, announces the discontinuance of its office supply store at 1427 West Third street, that city, which has been consolidated with the present branch in the Hotel Cleveland building, with new enlarged quarters. The store at 1427 West Third street will be used as a display and salesroom for lithography, printing, steel and copper plate engraving.

One of the things brought out at the convention of the Maine Press Association at Portland, January 12 and 13, was that the product of the modern composing machine is steadily supplanting hand-set matter for all classes of printing.

Two typographic contests were conducted in connection with the meeting—a newspaper and job printing contest—and five out of six of the prize winning specimens were composed on the Linotype.

In the newspaper contest the first prize was won by the Houlton, Me., *Times*; the second, by the Bath, Me., *Independent*, and the third, by the Skowhegan, Me., *Independent Reporter*.

In the job printing contest the first prize went to the Southworth Printing Co. of Portland; the second, to the job department of the Lewiston, Me., *Journal*, and the third, to the job department of the Houlton, Me., *Times*.

P. Norman Williams, for two years director of publicity for Critchfield & Co. of Chicago, has been named executive secretary of the Milwaukee Advertising Council of the Association of Commerce to plan for the entertainment and business program of the 1922 convention of the Associated Advertising Clubs of the World.

Mr. Williams was for several years on the editorial staff of the Kansas City *Star*. Offices were opened December 8, at the Hotel Wisconsin, Milwaukee.

J. Walter Strong, formerly with the United Typothetae of America as organizer and later one of the owners of the Chipewewa (Wis.) *Daily Gazette*, has sold his interest in the latter enterprise to J. A. Leary, of New York City. Mr. Strong goes to Madison, Wis., where he will be connected with the Parker Co., printers and office supply dealers.

The office and work rooms of the Morton (Ill.) *News* are being enlarged by a 20-foot addition, the width of the building.

Leo T. Folz, formerly with the McKee-Folz Printing Co., Cincinnati, has severed his connection with that concern and is now secretary of the Cincinnati Process Engraving Co.

The New York Printing Trades Union lost \$1,500 last month when burglars stole that amount from a large metal cabinet in the office of the secretary, located at 150 Nassau street.

The Ad Builder Press, Kansas City, Mo., recently doubled its floor space.

Henry F. Sheetz, Jr., formerly superintendent of the *National Stockman and Farmer*, Pittsburgh, is now a partner in the firm of the Campbell-Sheetz Co., Pittsburgh printers. He is associated with Alexander Campbell, formerly manager of the bureau of office supplies and equipment of the Cambria Steel Co.

The Nashville Printers' Club, Nashville, Tenn., re-elected its officers of the past year at the annual meeting held last month, with the result that H. F. Ambrose is again president; F. W. Washington remains as vice-president; E. P. Mickel, as secretary-treasurer, and Roy F. Williams, W. B. Baird and Marshall Hotchkiss as directors.

A club of Printing House Craftsmen was organized in Wichita, Kans., last month. S. J. Cook, of the Western Newspaper Union, is president, and J. R. Price is secretary. The organization will include printers from Hutchison, Newton, El Dorado and other surrounding cities.

The Peerless Stationery Corp. was incorporated in Marion, Ind., January 21. Capitalized for \$10,000, the company will conduct a stationery and printing business in that city. J. H. James and Isabelle Macadam are the incorporators.

Fire, caused by a boiler explosion January 27, resulted in damage amounting to \$200,000 to the Detroit building of the Curtis Publishing Co. The Sprague Publishing Co., which occupied a portion of the building, also was a sufferer.

The announcement was made January 27 by Cleveland master printers, that wages in a number of commercial plants would be reduced ten per cent on February 1.

John H. Hagen, formerly of Hagen & Lee, Riverhead, L. I., has purchased the plant of the Suffolk Printing & Publishing Corp., Mattituck, L. I.

Johnson & Johnson is the new firm name of the Robt. Lee Johnson Co., of St. Louis. The company is located at 1716 Nicholson place, that city.

Harry Heinman and Ralph Douglas have purchased the Adams Printing establishment, 419 North Main street, Bloomington, Ill.

Cincinnati has been chosen as the meeting place for the next annual convention of the Direct Mail Advertising Association.



RADIUM BOND

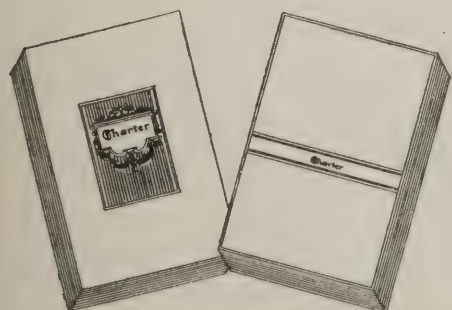
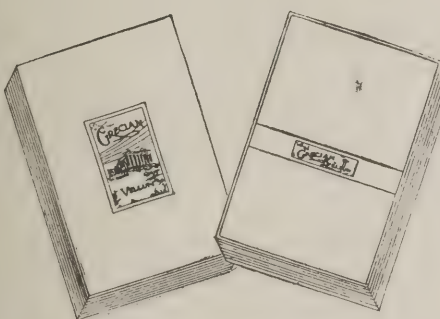
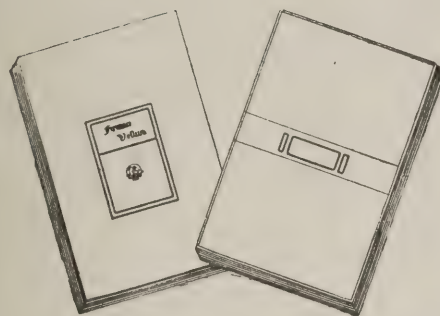
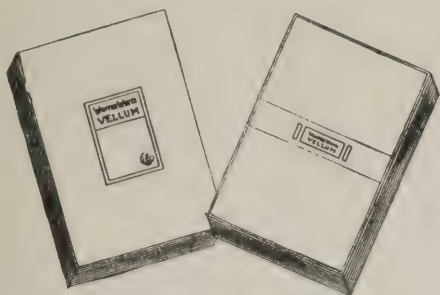
(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS



WEDDINGS AND BUSINESS ANNOUNCEMENTS

The high calling of printers and engravers carries with it the obligation to supply their customers with the best in values and styles obtainable.

The large assortment of fine and medium Wedding Papers, Business Announcements and Greeting Cards made by us offers a wide choice.

If the box bears this trade-mark you can say with assurance to your customers "*This is the correct paper for your use.*"



Weddings, Business and
Professional Announcements
Greeting Cards, Commencement
Folders, Novelty Cards

Ask your jobber for samples. If
he cannot supply you, write

ELAM PAPER CO.

Makers of Elam's Irish Lawn
MARION, INDIANA

CHICAGO

Funeral services for Frank N. Hall, former vice-president of Rogers & Hall, now the Printing Products Corporation, were held January 23, in Chicago with interment in Fairmount cemetery. Mr. Hall died at his home in Kansas City, Mo., Thursday, January 19. Mr. Hall started his business career as a printer. He was born in Portsmouth, N. H., in 1858, but he came to Illinois and started working as a compositor on the *Decatur Republican*. He established the *Decatur Herald* in 1881. In 1890 he sold his interests and came to Chicago, where he bought an interest in the printing firm of Daniel and Pitkin, which later was merged with Rogers and Hall.

W. H. Aitkin, for the last four years employed by the Standard Typesetting Co., died at his home in Austin, January 25. The funeral was held Saturday, January 28, with burial in Rosehill cemetery.

Mr. Aitkin had been associated with the trade in Chicago for the past twenty-five years, having at one time been in business for himself under the firm name of Skeen, Aitkin and Curtis. He had been employed by the Franklin Co. and the Peterson Linotyping Co. He was an expert counselor on book composition. Born in Scotland, he served his apprenticeship in that country before coming to Chicago.

The Northwestern University announces a special course on "The Art of Typography," to be started with the current term. Samuel A. Bartels is the instructor. Mr. Bartels was formerly head compositor and lay-out man, printing department of the Brooklyn *Daily Eagle*; compositor and lay-out man, specimen printing department, American Type Founders Co.; head of the printing department Winchester Repeating Arms Co.; head job printing department, Henry O. Shepard Co.; at present typographical expert, with the Fred Klein Co., of Chicago.

Officers of the Chicago Club of Printing House Craftsmen were elected January 17 at the annual meeting of the club, held at the City Club. Those who will guide the Chicago club during 1922 are: William C. Schmidt, Brock & Rankin, president; L. C. Worden, Kenfield & Leach Co., first vice-president; J. S. Plummer, Craftsmen Typesetters, Inc., second vice-president; A. J. Jensen, Walton & Spencer, treasurer, and H. L. Dittman, Rand, McNally & Co., secretary. Joseph A. Borden, of the American Writing Paper Co., was the speaker of the evening.

The Empire Typesetting Co. has moved to new quarters at 222 West Ontario street.

Chicago Incorporations for January, 1922

Palenske Young, Inc., 215 N. Michigan avenue. Capital, \$10,000. To carry on the business of designers, commercial artists, art journalists, illustrators, printers, etc.; manufacture, buy, sell, and deal in advertising novelties and devices of every kind and description. Incorporators: Reinhold H. Palenske, Harold M. Young, William Wathall, F. W. Heuenfeldt, Theo. J. Keene and Frank Hines.

Manhattan Engraving Co., 115 S. Dearborn street. Capital, \$20,000. To engage in the general engraving, printing, stationery and office supply business, as printers, embossers, engravers, manufacturers, etc. Incorporators: William F. Staedke, Charlotte B. Steadke and Jetn A. Steadke.

Newman Publishing Company, 5 N. La Salle street, Chicago, \$40,000. Printing and bookbinding business. Incorporators: William D. Shepherd, T. A. Newman, Robert M. Stoll.

Ritt Mueller Co., 1103 Harris Trust Bldg. Capital, \$10,000. General printing and publishing business. Incorporators: Otto H. Mueller, Peter J. Medems, Emil H. Ritt Mueller.

The Pontiac Press, Inc., 542 S. Dearborn street. Capital, \$10,000. General printing business. Incorporators: Eugene G. Fasset, Nathan T. Feldt, Edw. J. Nickerson.

Kier Corporation, 538 S. Clark street. Capital, 10,000 shares no par value. Printing, stationery business. Incorporators: Harold Beacom, James E. Hauronic and Frank P. Page.

Specification Record, Inc., 1211, 19 S. La Salle street. 100 shares no par value. Herman L. Palmer, Gerald L. Palmer and A. Victoria Dallach. Printing and publishing business.

Lawrence La Service Corp., 111 W. Monroe street. Capital, \$20,000. Incorporators: Olive Beatty, Charles J. Tressier, George P. McCabe. Printing and publishing of books and literature, collect and distribute information to public, etc.

Rogers Engraving Co., 2001 Calumet avenue. Capital, \$25,000. Engraving, printing, lithographing business. Incorporators: Robert McCormick Adams, A. M. Thompson, Adolph F. Buechele.

Advance Engraving Co., 426 S. Clinton street. Capital, \$25,000. Deal in and make engravings, electrotypes, wood engraving and art work. Incorporators: L. Eugene Reiner, Victor C. Koehler, Wm. J. Price.

Garfield Can Publishing Co., 10 S. Keeler avenue. Capital, \$10,000. Publishing business. Incorporators: John T. Powers, John S. Clark, James T. Igoo.

American Cover Paper Co., 848 Noble street. Capital, 150 shares no par value. Incorporators: Frederick M. Byerly, Paul Date, Wolcott Winchenbaugh. Manufacture and print paper and paper products, etc.

Chicago Loose Leaf Supply Co., 189 W. Madison street. Capital, \$10,000. Manufacture and deal in machinery, loose leaf records and devices, etc. Incorporators: R. I. Davis, G. H. Albright, L. Goldstein.

James H. Ward, Inc., 14 E. Jackson boulevard. Capital, \$10,000. Advertising service business. Incorporators: Jas. H. Ward, Kimbal E. Valentine, Watts C. Valentine.

Ley Cross Printing Co., increased capital stock from \$5,000 to \$10,000.

The two hundred and sixteenth anniversary of the birth of Benjamin Franklin, printer-statesman, was observed by the Old Time Printers' Association of Chicago, January 14, with its thirty-seventh annual banquet and ball at the Hotel La Salle.

County Clerk Robert M. Sweitzer was toastmaster, the Rev. C. C. Boyle of Our Lady of Grace church, gave invocation. Speakers were the Rev. Frederick F. Shannon, pastor Central church; Judge Timothy D. Hurley, and John G. Harding.

W. C. McLaughlin, Chicago branch manager for the Whitaker Paper Co., and Assistant Manager F. H. Glover, resigned from those positions January 17. Mr. McLaughlin has become manager of the Detroit division of the Union Paper & Twine Co. Mr. Glover has not announced his plans. Colter Rule, Pittsburgh manager for the Whitaker Co., and W. E. Scott, of the Chicago office, have been made manager and assistant manager, succeeding Mr. McLaughlin and Mr. Glover.

The Gunthorp-Warren Printing Co., now located at 132 South Clark street, has bought the eight story building and leasehold at 320-22 Federal street for an amount said to be \$100,000. The ground rental is \$7,500 and the lease has 69 years yet to run. Gunthorp-Warren will occupy the entire building as soon as the lease of Shea, Smith & Co. expires in 1923, when the building will be remodeled.

The *Chicago Tribune* reports it this way: "Charles August was passing the cigars at his office at 64 West Illinois street the other morning when the phone rang. Mr. August answered it, then said:

"Take two apiece; it's twins—both boys." "The little visitors at 5227 Berteau avenue are the third set of twins the stork has deposited there. All are living."

Walter Thompson and Henry A. Witte, both of the Kerr-Simons Typesetting Co., have incorporated a new concern to do ad-setting, to be known as the Witte-Thompson Co. The new firm is capitalized for \$10,000 and will be located at 4933 West Chicago avenue. The company will enter the trade some time in February.

The Parker, Thomas & Tucker Paper Co. has made formal announcement of its removal to new quarters at 520-526 South Canal street. The removal was made January 3. The company has larger and more convenient quarters and has extended its merchandising facilities and service.

The Albert Linotyping Corporation, 422 South Dearborn street, announces the addition of Sidney C. Wood, formerly manager of the Quality Typo Co., as one of the members of the company. The Albert Linotyping Corporation recently has added considerable new equipment.

Curtis-Johnson Printing Company, 1640 S. Wabash avenue. Increased stock \$60,000 to \$120,000.

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT. MADE FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

MARGACH AUTOMATIC METAL FEEDERS

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
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Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

Just to prove it could be done a second time, the West Side Group of the Franklin-Typothetae of Chicago "put it over" on two hundred members of the latter organization at a dinner and entertainment given by the West Side Group to the parent organization on Thursday night, January 26, at the Stevens Grill.

Not so many months ago those who attended a meeting of the Franklin-Typothetae held at the Congress Hotel, had the honor of hearing a French journalist (Mex.). At the January meeting these same master printers had the honor of hearing a Japanese diplomat, in this country to attend the Peace Conference. The only drawback or the only criticism of the honored speaker of the evening being that he, too, turned out to be—(Mex.). At any rate it was a good joke and all laughter has been *with* those fooled rather than *at* them.

Onati Shidehara, assisted by Otoy Mizuki, interpreter, were those who fooled Chicago printers, for—as it later was discovered—Shidehara was a very good American with an Irish brogue.

The meeting was one of the most successful held by the organization for some time and much credit is due West Side Group members for the manner in which they played hosts. Robert M. Sweitzer, County Clerk, was toastmaster. Other speakers were Hamilton Walton, Col. John V. Clinin and Charles S. Deneen. Entertainment in the form of music and dancing took place during the dinner. The entire program was arranged and directed by Mrs. Harlo Grant.

Floyd W. Haas, publisher of the *Calumet Index*, was elected president of the Calumet Ben Franklin Club at its annual meeting held January 17, at the Calumet Commercial Club, 219 East 113th street. Other officers elected were Jay Brown, vice-president; Ray W. Ives, secretary; Robert Williamson, treasurer; William McDonnell, editor of *Starch*, and A. W. Fleming, business manager of *Starch*.

The election was preceded by a dinner and entertainment. Speakers included Walter K. Tews, secretary of the Franklin-Typothetae, William Eastman, vice-president of the Blakely Printing Co., and Robert O. Ballou.

Roth's Publishers Press, 402 Hermitage avenue, has been purchased by *Bakers' Helper*, *The Hotel World*, and the Co-operative Society of America. The plant will be run co-operatively for the benefit of the new owners, who will publish their various periodicals in it.

Harry L. Smith, connected with the United Typothetae of America for more than two years as organizer and later district secretary, has joined the Franklin-Typothetae of Chicago as field secretary, succeeding R. J. Tufts, who has been made secretary of the Typothetae Association.

Will C. Smith, of the Will C. Smith Printing Co., 9133 Baltimore avenue, died January 28. Funeral services were held Wednesday afternoon, February 1, at the South Chicago Masonic Temple. The Calumet Ben Franklin Club, of which Mr. Smith had been a member, attended in a body.

Public Printer Carter, Washington, D. C., is a probable speaker for one of the future monthly meetings of the Franklin-Typothetae of Chicago.

Charles E. Salmon, who for many years has been identified with the printing trade as a roller and ink representative, has become associated with the Rapid Roller Co.

With the selection of William Sleepeck, of the Sleepeck-Helman Printing Co., as toastmaster, plans for the annual dinner-dance of the Franklin-Typothetae, to be held the night of February 25, were completed February 1.

This year's affair is to be held at the Drake Hotel. It is expected that at least seven hundred guests will be present at what promises to be the most brilliant of a series of brilliant events held by the Franklin-Typothetae since its organization.

The program of speakers and entertainers is exceptionally meritorious. The program committee has secured as the principal speaker, Dr. George Craig Stewart—one of the most forceful and brilliant orators in the country. For the musical program, a new departure has been arranged in the form of talent from Northwestern University. The Glee Club and Orchestra of that university is justly famous and the fact that it has been secured for this year's dinner-dance is ample proof of the enjoyment in store for those who will attend. Rollin Pease, widely known baritone soloist and director of the Glee Club, will contribute a group of songs.

Dancing will be provided and the music for this will be furnished by one of the best orchestras available.

The committee in charge is made up of the following men, all prominent in Chicago's printing industry: Harry Hillman, editor of *The Inland Printer*; Paul H. Fieberg, Paul H. Fieberg Co.; F. H. Hagen, Workman Mfg. Co.; E. J. McCarthy, Smith, McCarthy Typesetting Co.; L. F. Neely, Neely Printing Co.; W. B. Patterson, Blakely Printing Co.; Milton Severinghaus, Severinghaus Printing Co.; H. A. Staley, E. W. Bredemeier & Co.; E. E. Laxman, Printing Products Corp., and Walter K. Tews, general secretary of the Franklin Typothetae.

Announcement of the formal opening of its new Chicago headquarters to take place February 6, was made last month by the F. Wesel Mfg. Co., manufacturers of photo-engravers', electrotypers', stereotypers' and printers' equipment. The new offices and display rooms of the company, located in the Manhattan building, 431 South Dearborn street, will be opened on that date. The company will maintain a permanent exhibit of Wesel machinery, as well as a complete stock of machine parts and general supplies. A. J. Hoerth is manager of the Chicago branch. He is assisted by George E. Haviland, special western representative. A. F. Hess is sales manager of the company. General offices of the company are in Brooklyn, N. Y.

The Chicago Monotype Club will hold its tenth annual dinner and dance Saturday night, February 18, in the Cameo Room, at the Hotel Morrison. Benson's orchestra and other entertainment will be given during the dinner. A number of good speakers also have been obtained for the evening. Dancing will follow the dinner. The committee in charge is composed of William E. Curry, chairman, William J. Mahoney and J. W. Klein.

Frank J. Furlong, with the Miller Saw-Trimmer Co. for the past two years, has been made Chicago manager of the Hill-Curtis Co., manufacturers of the Trimosaw. An office will be opened shortly.

Charles G. Smith, for many years a representative of The Franklin Co., Chicago, has joined Ross & Co., 448 North Wells street, as sales manager.

A Service of Facts!

Through contact with financial conditions of business concerns in the Chicago district and elsewhere, and as a result of the exhaustive and constant study of credits, which is essential in the protection of our members, the Credit and Collection Bureau of the Franklin-Typothetae of Chicago is able to render a peculiarly valuable service.

Broadly speaking, authoritative information, drawn from reliable sources, on financial conditions is the business of this bureau.

Are you using it in this sensitive period of adjustment.

You are invited to employ this service to the fullest extent.

Printing Trades Credit Association
538 South Dearborn Street
Chicago, Illinois

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

Linotype Composition for the Trade

Our Prices are about 20%
below Chicago Rates

Work handled promptly and satisfactorily

LAFAYETTE TYPESETTING CO.

(Incorporated)

225 N. 5th, LAFAYETTE, IND.

What the Paper Merchant Can Do

Continued from Page 13

measures for protection will depend for success on the strength of our own convictions, and our knowledge of what is right, and our determination to do the right.

"What a great work the U. T. A. could perform for the printing industry, if, with their wonderful organization, they would undertake an intensive educational campaign to the end that the printers of this country, large and small, thoroughly understand this paper problem, and have before them a simple formula outlining the proper charge for handling paper. This would be the altogether natural method and will bring results impossible by other and artificial means. With the establishment of such a uniform charge for handling paper, we believe that in a comparatively short time many direct buyers of paper, including the large ones, would recognize the many advantages of letting the printer buy everything, build everything and back everything connected with the completed job. This is what the printer wants, and the dawn of the day, when it comes, will be as welcome to the paper man as to the printer."

A Catalog of Books on Printing

A CATALOG of books dealing with printing from its earliest history has been published by M. Sloog, of the Eighteenth Century Shop, 713 Madison Street, New York. It is called the "History of Printing Bibliography" and should prove a joyful acquisition to the library of the student of printing. Some of the headings are Writing, Paleography, Manuscript, Paper, Zylographic Books, Printing (historical and biographical).

WESEL

On Monday, February 6, we will formally open our new Chicago Headquarters in the Manhattan Building.

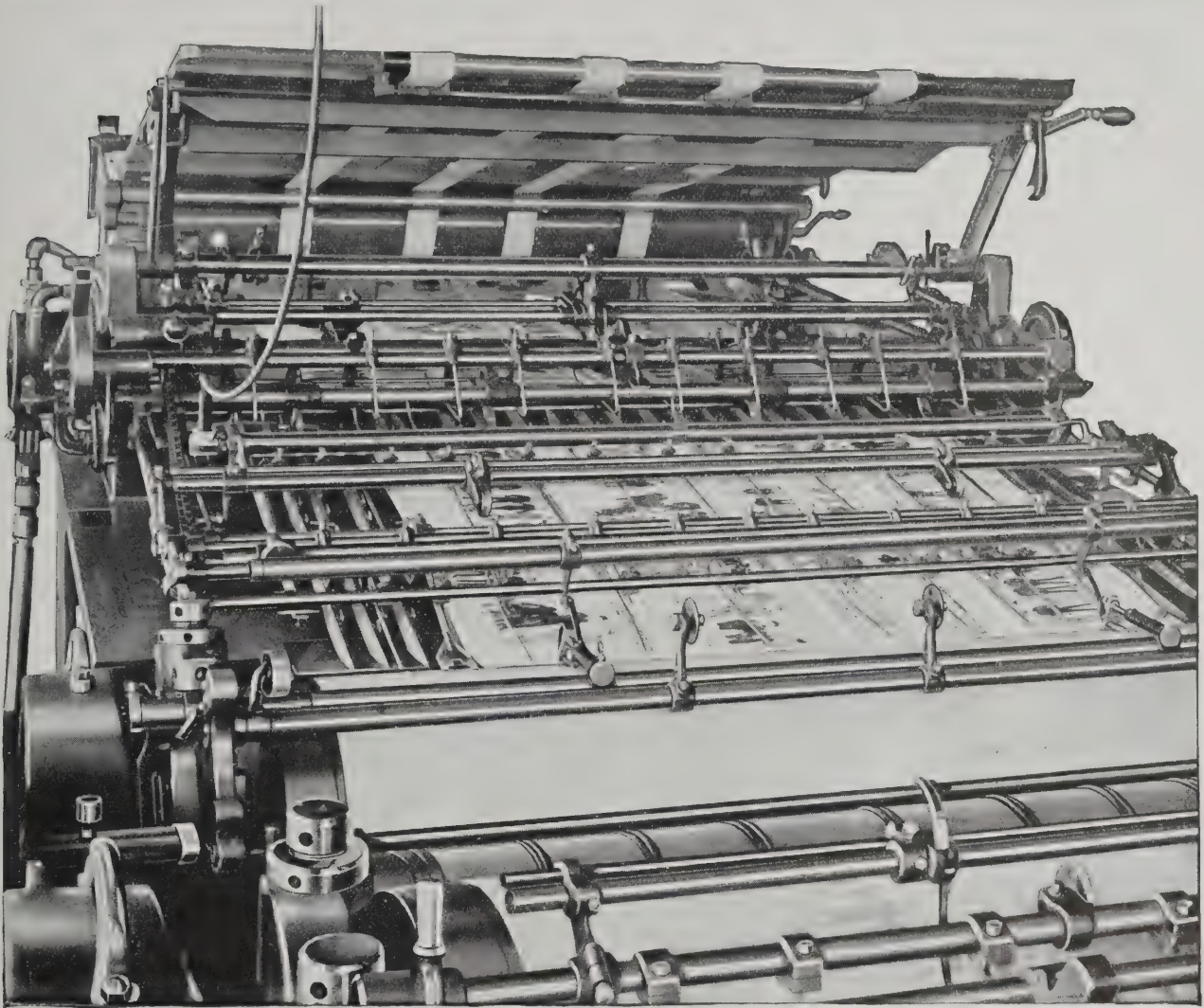
431 South Dearborn Street, Chicago

Here will be maintained a permanent exhibit of Wesel machinery for Printers, Photo-Engravers, Electrotypers and Stereotypers—and in addition, a complete stock of machine parts and supplies for the convenience of our Western customer-friends.

F. WESEL MANUFACTURING COMPANY

General Offices and Works

72-80 Cranberry Street, Brooklyn, N. Y.



Cross Fed vs. Hand Fed Cylinders in 38 different plants

433 Extra Sheets per Hour is the average increase shown from comparative records recently received from 38 plants operating both Cross fed and hand fed cylinders. Evidence such as this is the reason why so many progressive printers have equipped all their presses with automatic feeders

433 extra sheets per hour is such a large dollars and cents factor that any printer who is still hand feeding his cylinder presses is working under a serious handicap. The great difference in output means that hand feeding is obsolete.

Write for fuller information and list of users of Cross Continuous Feeders in your territory.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

*Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters,
Kast Stitcher Feeders and Wire-Stitching Folders*

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO



What it means for you to be Ludlow-equipped

The Ludlow is a system for producing quality display composition on slugs from single, hand-set, matrices and a simple, flexible, typeslug casting machine—giving all the natural advantages of slug composition at its best, without the limitations imposed by keyboards and magazines.

Ludlow quality matrix fonts range from 60-point Caslon Bold down to 8-point Gothic, including Bold and Extended faces, Roman, Gothic and Italic, in the full range of styles. The beautiful, true-cut, close-fitted Ludlow italics are full-kerning but unbreakable because the matrix bodies, slug heads and faces are shaped on the true italic angle.

From its very nature, variety rather than volume distinguishes display from straight-matter composition. Therefore, in display composition, direct hand-setting and slug-casting without any machine preparation mean maximum production.

A Ludlow equipment provides unlimited capacity to handle any amount of copy—directly, rapidly, and economically—without either type storage or type shortage. Every job consists of fresh, new typefaces on slugs, with no distribution of the form to reckon with afterwards. Type forms may be held for approval or reprint without any reduction of capacity to set more jobs in precisely the same typefaces; standing type forms mean only so much standing metal.

You have only to know Ludlow typefaces to instantly recognize that they are the work of masters of typeface design. More than two hundred complete fonts from 8 to 60 point offer full selection.

The closer the consideration given to just what display composition requirements actually are, the clearer it becomes that to be Ludlow-equipped means to be really rightly-equipped for display composition.

Ludlow Typograph Company

General Office and Factory:

2032 Clybourn Avenue, Chicago

Eastern Office: 606 World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Building Form Printing Sales

Continued from page 19

he is quick to catch it on the second figuring. Then he rectifies his error and saves himself money—and us an order.

We lose orders, of course, especially since we are admittedly in a strictly competitive field, but Henry Ford does not sell all the cars that are running around the United States these days but Henry has more cash on hand than any of the other companies whose balance sheets I have seen.

Money can be made in manufacturing and in manufacturing a competitive article, such as form printing, but to do it and to sell it low we must have a low selling cost. We have that because our salesmen have sold their customers on our house for this class of work. We have made them confident our prices will be low and in line with any other printer doing good clean form work.

As we get better and better acquainted with the various buyers they leave their entire work to us more and more and without asking for a price. If we can do it we give these people who trust us in this way a slightly lower price than they would otherwise get. We should, for it costs us just that much less to handle their work.

Not being experienced in writing an article of this nature, I do not know just how to finish it. What I have written seems a bit "in the air" for two reasons, my anonymity and the subject, but if I have made clear the fact that we built our profitable form printing business by getting and holding the confidence of the customer, and by concentrating in a particular field or industry, and by concentrating on a limited and near-at-hand list of prospects, you have my ideas and I believe what we have done in one of the most highly competitive fields in the whole country can be duplicated either right here in ——— or in any other place in the country.

It may not require the highest power of salesmanship to do what we have done, but it does require some sales ability to sell confidence to chain store buyers and purchasing agents of that type and then to keep them sold so that their form printing comes to us almost automatically. The higher our percentage of selling confidence, the more nearly we approach making the buyer 100 per cent confident in us, the lower goes our sales expense and overhead—and our prices for our printed product.

Does this help any, Mr. Duerewald?

A Noteworthy Service

THE Rein Printing Co., of Houston, Texas, has performed a valuable service to the country through the compilation and printing of a "Memento of Conference on Limitation of Armaments," a copy of which has been received by this magazine. In addition to containing sentiments expressed by representatives sent to the conference by the various powers, the booklet also contains the pictures of the more important delegates. Such a booklet justifies the claim that printing is doing more than any other single thing to bring about a better understanding of world conditions, and thus promote international friendship. We congratulate the Rein Printing Co. on the service it has rendered the world.

"My presses are idle," he wailed. "Ye dom fool," sezzi, "put 'em to work!" "Doin' wot?" sezze. "Printin' ads sayin' how busy they are," sezzi, "an' then they won't be idle!"—*Poor Dick.*



ANNOUNCEMENT

OUR NEW and extensive line of fine stationery, weddings and announcements opens an invaluable source of opportunity to printers and stationers through its unusual character and appealing beauty. There are writing sheets, deckled on four sides; cards, plain and paneled; sheets and envelopes with the unique wood grain, fabric, plaid, and ripple finishes—in truth, a wide variety of almost three hundred items to meet every call for the unusual.

BRADNER SMITH & COMPANY
175 West Monroe Street, CHICAGO

With Our Advertisers

Monotype Acquires Adding Machine

The Lanston Monotype Machine Co., Philadelphia, has bought outright the patents, business and all assets of the Barrett Adding Machine Co. The entire sum of the purchase price was paid in cash.

The responsible officials of the Monotype company are elated over having acquired successfully the ownership of so marketable a machine as the Barrett Portable, since the processes employed in the manufacture of an adding machine are very similar to those used in building the Monotype keyboard—the same classes of machines, of materials and of skilled workmen being available for both machines.

The Barrett Portable Adding Machine will, therefore, be manufactured and marketed by the Monotype company at its Philadelphia Locust street plant. Rush orders have been given and efficiency men are now preparing for the needed arrangements.

The Barrett Adding Machine has been actively on the market for about six years. Over 12,000 are in actual use, one of the largest of its friends being the Metropolitan Life Insurance Co., which operates one hundred and eight Barretts.

The individual features of the Barrett are its portability and noiselessness. The exclusive feature is its ability to prove the correctness of each of its arithmetical operations and to print the proof. The machine adds, subtracts, divides, multiplies and lists.

The Monotype company feels that the practice of careful manufacture and prompt service maintained by it in marketing the Monotype will, when applied to the already popular Barrett, make it possible to supply a field almost unlimited.

R. T. Porte Attends Conventions

At the meeting of the Printing Trades Secretary-Managers' Association held in Indianapolis on January 23 and 24, R. T. Porte, secretary of the Franklin Club of Salt Lake City, was in attendance.

Mr. Porte stayed over and attended the annual meeting of the Indiana Republican Editorial Association at Indianapolis on January 26.

Taking advantage of these conventions, Mr. Porte attended a meeting of the Ben Franklin Club at Louisville, Ky., on the 27th, and visited his son at Cincinnati, Ohio, later. He also made a short business trip to Chicago before returning to Salt Lake City.

Display Cover Designs

The display of Sunburst cover designs is now on tour, the following cities being on the schedule: Springfield, New York, Washington, Baltimore, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Detroit, Chicago and Minneapolis.

This showing comprises some 250 of the 3,500 original designs submitted in the Hampden Glazed Paper & Card Co.'s Sunburst prize cover competition. The designs are all drawn on Sunburst cover

Copperplate Gothic Presented

The Copperplate Gothic family is presented in a booklet just issued by the American Type Founders Co. The booklet shows the various uses for Copperplate Gothic and gives some interesting typographical specimens. These should be of material aid in helping the printer select the layout for various jobs requiring this kind of type. The showing of Copperplate Gothic is complete, including all nine series.



Traveling Exhibit of Sunburst Cover Designs

paper, and are a remarkably beautiful and instructive demonstration of the possibilities of this stock.

The illustration above shows a portion of the exhibit as hung in the exhibition hall of the Carnegie library at Washington, D. C., the display being placed at the head of the main marble staircase.

A new Chicago paper directory, giving prices of paper in the Chicago market, will be published by Ben Franklin Publishing Co. within the next three weeks.

Garlick With Challenge Machinery Co.

Mark Garlick, well known to printers, especially throughout the west and south-west, through his long connection with nationally known printers' supply firms, has become associated with the Challenge Machinery Co., Grand Haven, Mich.

Mr. Garlick's genial personality and long experience in the printers' supply and cylinder press field should prove valuable to the Challenge Machinery Co.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

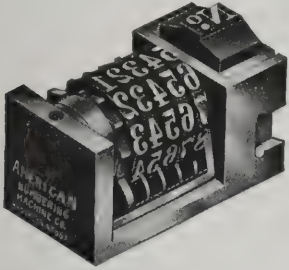
505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

Prices Reduced on American Numbering Machines

The American Numbering Machine Co., 220-230 Shepherd avenue, Brooklyn, N. Y., has reduced the prices on its standard typographic numbering machines. The Model 30 five-wheel machine which formerly sold for \$20.00 is now \$16.00. The Model 31 six-wheel machine which formerly sold for \$22.00 is now \$18.00. It seems that these sizable reductions would bring the price of standard American Typographic Machines within reach of all printers.



No. 54321
Impression of Figures

The company has felt that a great many printers throughout the country were in need of new numbering equipment but hesitated buying on account of what seemed to them high prices. The American company is preparing for a big increase in business because of the new prices and has, therefore, increased its production to take care of the expected increase. The machines have not been changed in any way and are made exactly the same throughout, both in material and construction, as when they sold for the higher price.

New Officers for the Porte Publishing Co.

At the stockholders' meeting of the Porte Publishing Co., Salt Lake City, on January 9, the following officers and directors were elected for the ensuing year:

R. T. Porte, president; J. N. Clawson, vice-president; E. H. Oliver, secretary; J. E. Jones, treasurer; and P. H. Ray, attorney.

The company is in a very prosperous condition; business has steadily increased during the last year, and plans are being laid to conduct an extensive campaign during the coming year, and at the same time increase the value of the service.

Challenge Players Make Hit

The Challenge Players is the name of an amateur theatrical club organized by employees of the Challenge Machinery Co., Grand Haven, Mich. The first public appearance of the players took place January 19, in Grand Haven, when a program of short plays was given. St. Patrick's Hall, where the program was given, was crowded to capacity. The actors received a rousing reception. One-fourth of the proceeds were donated to charity. It is planned to present a similar program within a short time.

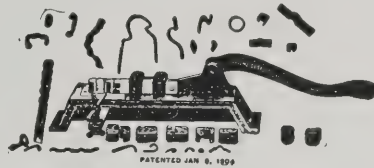
Stimulated by the remarkable results of its educational paper-making expositions in New York, Baltimore, Albany, Toronto, Chicago and elsewhere, the American Writing Paper Co. is making preparations to stage a similar exhibit at Newark, N. J., during the entire week of February 6 to 12.

Invents Ink Distributor

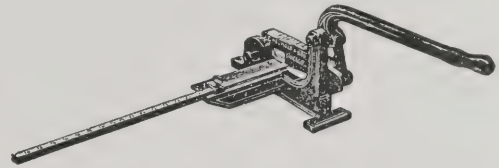
C. F. Weldon, pressman at the Delavan, Wis., *Republican*, has secured a patent on an inking device which, it is claimed, will be a great boon to the industry. The invention is an automatic apparatus whereby the ink within the fountain of a printing press will be kept agitated at all times and equalized in such a manner that the ink will be uniform in consistency and uniformly distributed over the ink rollers. By doing this it will eliminate the old way of stirring the ink with a knife by hand. The machine can be driven by an individual motor or by a system of gears on the press.

Does Your Figuring for You

The Typographical Table Co., 3804 "W" street, Omaha, Neb., is the publisher of a set of tables which eliminate the need of figuring the space a certain number of words in any type face will occupy. The tables also visualize the shape needed, show how wide to set the job, and give such other information as might be of value to the make-up man. The tables sell for \$1.00 complete.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

	2 Pt. Center Face
	2 " Side "
	3 " Center "
	3 " Side "
	4 " Center "
	4 " Side "
	6 " Center "
	6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

	2 Pt. Round Face
	3 " " "
	4 " " "
	6 " " "
	8 " " "
	10 " " "
	12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine	2 Pt. Medium	2 Pt. Coarse	2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

Soft 2 Pt. at 20 3 Pt. at 25	Hard 25 30 Bright and Hard 30 35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fnts cut L. S. at \$2.85 per foot

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helms & Brother
1462 Custer Street
CHICAGO

Changes in American Writing Staff

Creighton W. Whiting, whose experience in the paper industry has extended more than a decade, has been appointed manager of the American Writing Paper Co.'s Chicago office.

Mr. Whiting was born in Holyoke, Mass., on October 28, 1880, and after passing through the schools of Holyoke entered the Holyoke high school, from which he graduated in 1898. Later he attended the Phillips Academy at Andover, Mass., and graduated in 1899. He subsequently spent four years at Harvard University, graduating in 1903.

His first business experience was acquired as general manager of the Ford Auger Bit Co., of Holyoke, with which concern he remained until 1908, when he joined the Erving Paper Mills, Inc., then situated in Holyoke, but which later moved to Erving, Mass. As sales manager for that company, Mr. Whiting covered eastern territory as far as Chicago.

Mr. Whiting left the Erving company to join the American Writing Paper Co.'s forces in September, 1919, as sales promotion manager of its industrial and technical paper division. His energy and success in this department earned for him his promotion to the responsible managership of the Chicago office.

A. H. Danforth has joined the general service department of the American Writing Paper Co., and is now located at Pittsburgh, Pa., acting as service representative of that district. Mr. Danforth has had considerable experience as an offset salesman in Chicago, having represented the Lammers Co. and later the Walton-Spencer Co. of that city.

A. C. Pratt has been added to the American Writing Paper Co.'s general service department forces. His headquarters are at Indianapolis, Ind. Mr. Pratt was formerly assistant advertising manager and house organ editor for the Butler Paper Corp., Chicago.

Charles Poster, son of Charles H. Poster, assistant sales manager of the American Writing Paper Co., has joined the general service department of the big paper-manufacturing organization and will be stationed in New York City.

Jos. A. Borden announces the appointment of C. Lawrence Hawthorne, editor-printer, to represent the general service department of the American Writing Paper Co. at Omaha, Neb.

Intertype Get-together Meeting

The Intertype Corporation held a get-together meeting of salesmen, department heads, factory executives, and general officers, from Tuesday, January 3, to Friday, January 6. Several of the business sessions, as well as luncheons on Tuesday and Wednesday, were held in the Brooklyn Chamber of Commerce rooms. Other activities included trips through both the big Intertype factories, a theater party given by the president Tuesday evening, and various business conferences in the company's general offices at 50 Court street, Brooklyn. Fifty-five Intertype representatives were present, including the branch office managers from Chicago, Memphis, and San Francisco, and salesmen from coast to coast.

Ryan Joins Roach Company

An important change in the printing ink industry was made February 1, when Daniel J. Ryan, of Ault & Wiborg Co., severed his connection with that house and associated himself with the James P. Roach Co., Chicago.

Mr. Ryan is well known in the trade, having been connected with the Ault & Wiborg Co. for twenty-three years, in various capacities. His initial experience was gained in the parent plant at Cincinnati, where his activities varied from manufacturing to sales. His schooling at the Cincinnati factory found him well grounded for branch house management, and he was subsequently sent to the St. Louis branch, being transferred to the Chicago branch in 1913, where, for the past nine years, he has occupied the post of assistant to Wm. H. Armstrong, the local manager.

Mr. Ryan's thorough knowledge of manufacture, coupled with his sales qualifications, makes him a desirable adjunct to the business of James P. Roach Co., with whom he is associating himself in the capacity of vice-president.

The James P. Roach Co. has, since its organization a little more than four years ago, made rapid strides, having enjoyed a remarkable growth, becoming a decided factor in the industry within a few years.

As an expression of the esteem in which Mr. Ryan is held by his former associates, he was tendered a farewell dinner at the University Club on last Friday evening, by Vice-President Caldwell, Manager Armstrong and the local Ault & Wiborg force.

The Flint Printing Co., Flint, Mich., has purchased the building in which it has been located for a number of years.

WATCH US GROW!

MONOTYPES
LINOTYPES
and MAKEUP
Day and Night
Open Shop

TRADE-SHOP
TYPESETTERS, Inc.
218 South Clark St. Chicago



FRANKLIN PRINTERS SERVICE

A WEEKLY inspiration to
the printer or publisher
looking for more business
at a profit ☞ There is
nothing else just like it

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah

Lower Printing Ink Prices

You cannot get rock-bottom prices if you buy printing inks that are made up "SPECIAL." A standardized line guarantees best working qualities and strength, plus lower prices.

A good example of the result of concentration on standardized inks is KINZIE KUT BLACK. We could not afford to give you so dense a black if we were not producing it in quantities. Those who try it find it excellent value at 30c in 100-lb. lots, or 40c for less in 5 or 10-lb. cans.



Established 1897

2314 W. Kinzie St.

*We will gladly
send you a trial
can gratis*

Reduce Lost Time in the Pressroom



EVERY time a feeder climbs down from his press to get a new "lift" of stock, the press stops. Quite often it stops longer than is really necessary, as experience has shown, while he passes the time of day with some neighbor feeder. With a

ROUSE PAPER LIFT

he does not need to climb down — the stock is above the feedboard almost within his reach.

How to cut that waste is told in an attractive booklet, "Rouse Handling vs. Man Handling," which is sent free on request to

H. B. ROUSE & COMPANY

2214 Ward Street, Chicago

The Modern Printing Salesman

Continued from Page 16

on a pad so that they would not be forgotten during the course of conversation. In describing proposed illustrations for advertising matter, etc., he would draw rough outlines of the pictures so that the customer could form an opinion as to how they would appear in the finished product. In the same way plain but suggestive layouts were sketched for letterheads, business cards, folders, labels, and for many other kinds of printed matter.

The principal advantage of the sketching plan was in holding the customer's interest, although the plan had the additional advantage of visualizing everything referred to clearly before the buyer's mind. It should be understood that Walker was not an artist. He was merely clever with a drawing pencil, and his "pictures," lettering and decorative touches were to be worked up ultimately by a professional commercial artist.

Occasionally, a patron would desire to have some new copy-matter prepared for a catalog, booklet, folder or for something else in the advertising line. Walker was not a trained copy writer, but he was acquainted with a couple of good advertising writers, and he usually had one of these men attend to the literary work required. In many instances a customer writes copy-matter that needs careful "editing," or re-writing, and Walker is always in a position to have such work done for the patron by a trained writer.

On other occasions a customer may want to have original photographs taken to be used for halftone reproductions in printed matter, and the salesman is also in a position to provide this kind of material, too. He is in communication with a number of efficient commercial photog-

raphers who not only know how to take excellent pictures of any subject but who also know how to retouch the photographs for halftone purposes. Factory buildings, store-fronts, machinery, sales-rooms, and business offices are merely a few of the many different subjects which Walker has had photographed for buyers of printed matter. A hat manufacturer recently desired to show pictures of new-style hats in a catalog, and the salesman soon had a good commercial photographer on the job. The photographs were retouched and halftone plates were made from them under the personal supervision of Walker.

Many of Walker's regular patrons are very busy men, and they have not much time during business hours to talk with salesmen. Therefore, Walker is following the plan of inviting men of this group to take lunch with him, and while the meal is being served the salesman and his guest can talk business to their hearts' content. Valuable time is saved by this plan. Walker always escorts his guest to a first-class restaurant where it is cool and comfortable. Every business man has his favorite place for luncheon and, whenever possible, the salesman tries to take the guest to the preferred place.

Other Things Walker Does

Traveling is an important part of Walker's work, and he takes to "the road" as readily as a professional drummer. Knowing by experience that appearances count for a great deal in the business world, he always stops at the best hotels when traveling. This does not mean that he *dines* at the best hotels, however. But, when taking an out-of-town customer to luncheon or dinner, he usually leads that person to one of the finest restaurants.

About a week or so before starting on a selling trip Walker sends personal letters to his regular patrons announcing the dates of his tour, and mentioning the approximate time when he expects to call upon each patron. These personal letters are not of the common, form-letter type, but are carefully dictated and typewritten, each letter containing friendly remarks that are of particular interest to the recipient. In many instances these letters are so well appreciated by the recipients that they send back acknowledgments, and add that they will be glad to see the salesman on a certain date.

Walker's territory embraces a number of small towns, and in each town are several desirable prospectives as well as a number of customers. It is the salesman's custom to call regularly upon both prospectives and patrons, and by this simple method he frequently receives a substantial order from a prospective. For more than three years he had been visiting one large manufacturing concern at regular intervals without gaining a single order. Many another salesman would have been discouraged, but Walker kept right on calling. Finally, when he least expected it, the president of the company in question gave him one of the largest orders for factory forms that he had ever received. He gave that order exceptional attention, and it was not long afterwards when the manufacturing concern was included among his leading customers.

Walker is a member of several well-known business associations, and he makes it a rule to attend practically all the general meetings of these organizations. He is a good "mixer," and he has strived to cultivate the friendship of successful business men whenever there was an opportunity to do so. He does not waste time in going around with a crowd of "good fellows" whose chief ambition is to get away from work. He is a hard worker himself, yet he manages to find time for playing an occasional baseball game, and he is enthusiastic over all clean sports.



SUPREME BRAND
Flexible Tabbing Composition
 Combines Strength, Flexibility, Elasticity, Economy
 ABSOLUTELY GUARANTEED
LAYTON ELASTIC GLUE COMPANY
 703-709 FULTON STREET
 CHICAGO
 TELEPHONE HAYMARKET 345

Don't Use Obsolete Machinery

The

TRIMOSAW

*Embodies Latest Improvements.
Uncle Sam has just allowed
10 additional patents.*

Table is 28x28 inches, a man's size

Patented Cutting Tools
Saw, Trim, Rout and Drill
The Hardest Metals

Used by Printers WITH EASE

6 Big Features

1. The Trimosaw (as shown) comes complete with every attachment needed for sawing and trimming in one operation, mitering right and left hand in one operation,

mortising inside and outside, routing, drilling, jig sawing and many others.

2. Accuracy. 3. Price is right. 4 Sold on Thirty-day trial. 5. Guaranteed five years. 6. There are many more — ASK US.

Users

Say

"A Wonderful Achievement"

"A Very Remarkable Machine"

"Most Valuable Machine in Our Plant"

"Best at Any Price"

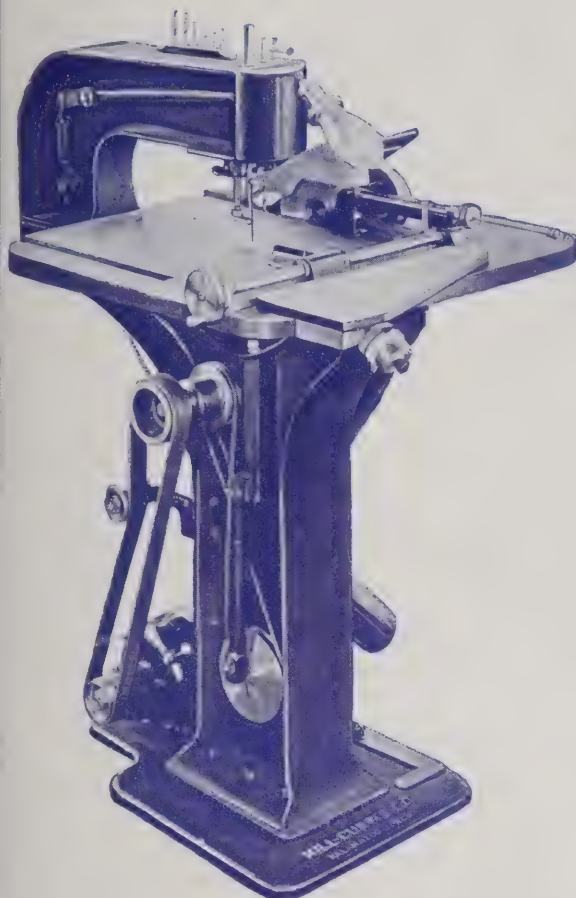
Send for these Letters, Circulars and 30-Day Trial Order Blank to the Makers

HILL-CURTIS Co.
MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881
KALAMAZOO MICHIGAN

Exclusive Selling Agents For Canada

TORONTO TYPE FOUNDRY COMPANY, Ltd.

TORONTO MONTREAL WINNIPEG REGINA



This is our TYPE A-3, the most popular TRIMOSAW

Smith-McCarthy

Quality and Service Typesetters

637 to 641 So. Dearborn St.

CHICAGO



Harrison 3864-5-6-7

1922 JANUARY 1922						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



*Linotype
Monotype
Hand Set
Composition*

1922 FEBRUARY 1922						
SUNDAY	MONDAY	TUESDAY	WED'DAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

*Catalog
and Book
Make-up*



1922 MARCH 1922						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

This is Our Calendar. If you have not received yours, Holler!!

Ben Franklin Monthly

Vol. XIX

MARCH, 1922

No. 6

LOFT DRIED



TUB SIZED

Resolute Ledger

can speak for itself a far stronger message of quality, endurance and reliance than lies within the power of these few words. A greater service to you is to tell you where you can get it. The following list not only does this but also speaks volumes for Resolute Ledger.

DISTRIBUTORS

Bridgeport, Conn. The Gorton Paper Corporation	New York City F. W. Anderson & Co.
Baltimore, Md. J. Francis Hock & Co.	Omaha, Neb. Field Hamilton Smith Paper Co.
Columbia, S. C. Epes Fitzgerald Paper Co.	Oklahoma City, Okla. Kansas City Paper House
Chicago, Ill. Parker, Thomas & Tucker Paper Co.	Philadelphia, Pa. Garrett Buchanan Co.
Cleveland, Ohio Petrequin Paper Co.	Pittsburgh, Pa. Potter Paper Co.
Des Moines, Iowa Carpenter Paper Co.	Richmond, Va. Epes Fitzgerald Paper Co.
Houston, Texas The Paper Supply Co.	San Antonio, Texas San Antonio Paper Co.
Kansas City, Mo. Thompson Paper & Card Co.	San Francisco, Calif. Bonestell & Co.
Kansas City, Mo. Kansas City Paper House	Springfield, Mo. Springfield Paper Co.
Lansing, Mich. Dudley Paper Co.	St. Louis, Mo. St. Louis Paper Co.
Milwaukee, Wis. Allman & Christianson Paper Co.	St. Paul, Minn. E. J. Stilwell Paper Co.
Memphis, Tenn. Tayloe Paper Co.	Seattle, Wash. American Paper Co.
Minneapolis, Minn. Minneapolis Paper Co.	Toledo, Ohio Blade Ptg. & Paper Co.
Norfolk, Va. Old Dominion Paper Co.	Worcester, Mass. Charles A. Eddy Paper Co.
	New York City Export Parson & Whittemore

NEENAH

PAPER COMPANY

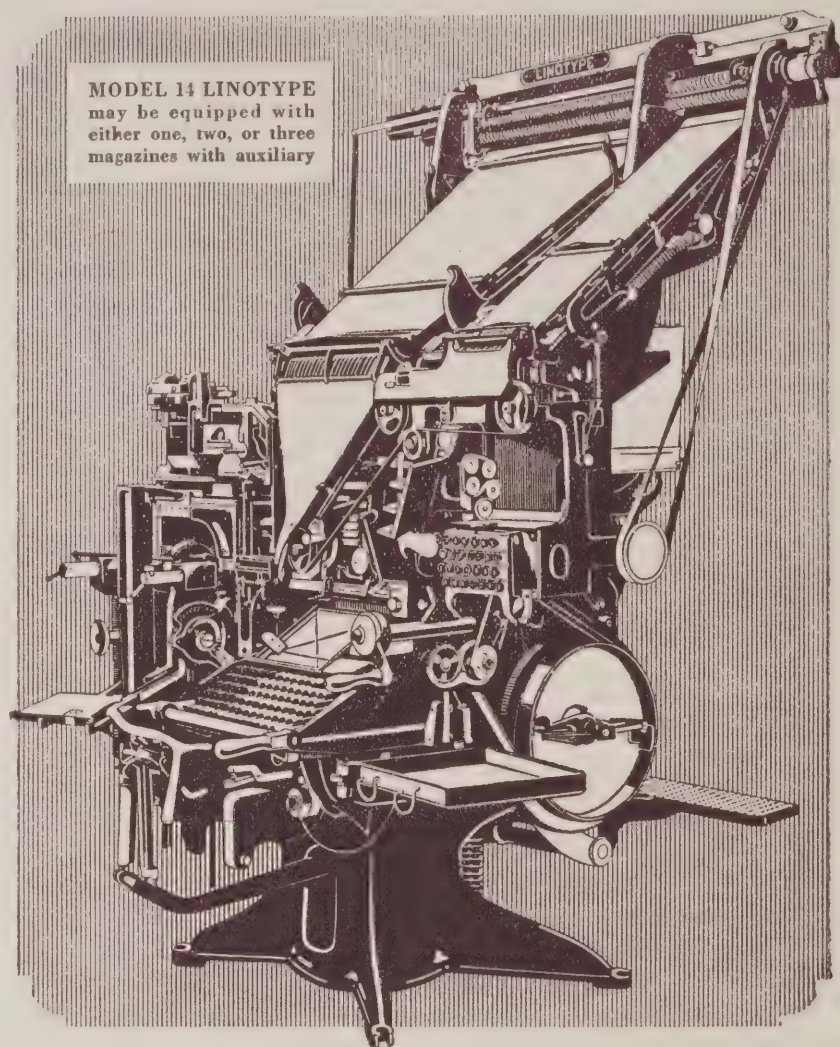
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No. 6

Read in this Issue---

WHERE DO ASSOCIATIONS STAND?

The Correspondence between Secretary of Commerce, Herbert Hoover and Attorney General Daugherty, setting forth the attitude of the Department of Commerce and the Department of Justice in regard to trade associations.

A PRINTER-ARTIST FROM COPENHAGEN

The story of how a young artist came to this country from his native Denmark five years ago with the ideal of becoming a master printer and producing artistic printing, and how he is succeeding.

SHIMMERING SILK HUNTING COATS

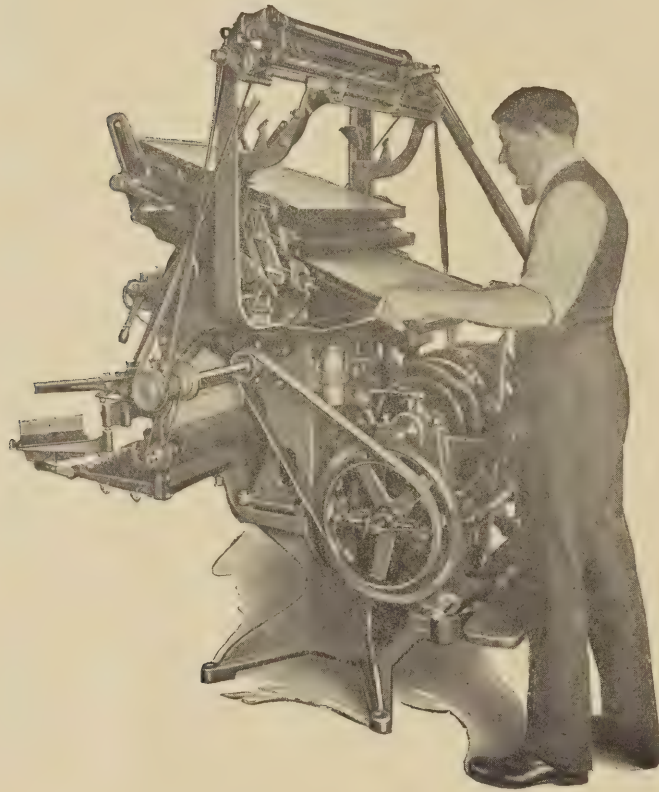
A practical discussion by Howard G. Knowlton of the fitness of certain mediums for the advertising work which is assigned to them. The story contains a pertinent lesson for every printer of direct-by-mail advertising.

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Where Do Associations Stand?

Publication of Correspondence Between the Secretary of Commerce
Hoover and Attorney General Clears Atmosphere---But Only Slightly

DISCUSSION of the legal rights of trade associations covering several months, and the conflicting opinions and decisions regarding them have occupied the attention of men in every industry who are interested in trade association work. The Supreme Court decision in the Hardwood Lumber Case raised the question anew. The executive council of the U. T. A. at its last meeting, considering the decision in the light of any possible effect on the activities of the U. T. A., voiced the opinion that it had no bearing on the U. T. A. because the product of the printing industry "is not a commodity in the same sense as is hardwood lumber or other commodities that have a resale status and value."

The truth of the matter is that trade associations have had considerable difficulty in attempting to understand the exact position of the Department of Commerce and the Department of Justice in regard to these activities. Thinking to clear the matter slightly, the Department of Commerce has released correspondence between Herbert Hoover, the Secretary of Commerce, and Attorney General Harry M. Daugherty on the subject. A lengthy abstract of this correspondence follows. On February 3, Secretary Hoover wrote to the Attorney General:

Progress Measured By Knowledge

"Commercial progress in industry has always been measured by the advance in knowledge of those engaged in industry. The knowledge of an industry that is necessary and essential to its success must embrace all facts that will in any way influence that industry. These facts must include economic conditions as well as scientific facts to the extent that science is called into play in its operation and all commercial conditions that make for efficient production, merchandising, and distribution.

"The difficulty seems to lie in the determination of the means and methods that may be adopted to secure this necessary information. Little, if any, trouble is experienced in securing the admission that an individual may secure knowledge of these facts by any means that would not constitute an individual crime, and that he may use the information in such manner as his best judgment may tell him will bring him the greatest benefit.

"But when two individuals engaged in the same line of industry undertake to provide a means for securing facts necessary and essential to the economic and efficient conduct of their respective organizations, this form of endeavor seems at once to assume an aspect of difficulty that, in my judgment, is in no way justified by a proper consideration of the underlying necessities therefor.

"The individual sets up some form of instrumentality to secure the information without which, in the management of his business, he would be groping in the dark. His competitor across the street does the same thing, and each, securing his information in his own way, uses it as he sees fit, and the action of either one has not offended the majesty of the law. Yet, if the two seek to join the instrumentality each has used for information purposes and the same information is received through one instrumentality and the information given to each and it is used

in the same way that it was before, it is suggested that the collective activity in the use of the consolidated instrumentality should not be permitted because of the greater ease thereby afforded for the two individuals to make improper use of the information so acquired. In other words, the objection does not go to the instrumentality, but to the abuse of the information that may be secured through the collective means.

"The principle is the same whether two or two hundred join together in securing the information.

Legislation Does Not Prevent Crime

"No form of legislation has ever yet been devised that would prevent men from committing crimes if they are so minded. The best that can be done is to forbid the doing of certain acts or to command the doing of others, prescribing proper punishments in the case of the commission or omission; and when legislation takes that form, rules and regulations which have for their objective the making of the prohibited thing more difficult will always include the law-abiding citizen as well as the prospective criminal.

"The criminally inclined represent a small minority, and it may be said in a general way that, excepting offenses against persons and property, most of the criminal statutes regulating trade and commerce have been made necessary for the control of the minority.

"Trade associations have been in existence for many years. The great majority are legitimate, both in form of organization and in activity. The minority, while lawfully organized under articles expressing lawful purposes, may engage in activities that are evidence of purpose contrary to the declared purposes of the organization.

"Again, a trade association may have lawful form of organization and the activities of its officers may be clearly within the purpose declared in the association charter, and yet members of the organization may, by unlawful confederation, use the information lawfully secured for unlawful purposes. It may, therefore, truthfully be said that the line dividing the good association and the bad, the proper activity from the improper one, and the lawful activities of the officers of an association from the unlawful acts of the membership, can not be determined, in every instance, with singular ease.

Propriety in Trade Associations

"It is with much earnestness that I claim there is propriety, generally speaking, in trade associations. Their lawful field of endeavor is large, and their activities work for promotion and advancement of the public welfare and for progressive economic organization. The character of trade organization the existence of which should be preserved is one that carries only lawful purposes in its articles of association; its activities must be in harmony with its declared purposes. The articles of association, with their lawful, declared purposes, must not be used as a mask to hide unlawful purposes. In other words, the organization can not be used to conceal or disguise any contract, combination, conspiracy, agreement, or understanding, secret or otherwise,

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A Printer-Artist From Copenhagen

The Story of Steen Hinrichsen, Who Considers the Title "Master Printer" the Goal of Artistic Achievement, and How He Is Reaching It

By STEPHEN HUGUENOT

A STRANGE new force in literary Chicago is Steen Hinrichsen, printer." Thus Harry Hansen, the critic, in the *Chicago Daily News*, said on a day not long since. It is a flattering and curiosity-provoking tribute, and Mr. Hinrichsen is entitled to his encomium. But what has a printer done—a printer, mind you—to merit the epithet "literary force" from a distinguished critic? And why "strange" and "new"?

In large measure, Mr. Hinrichsen's name is associated with a movement rather than with a product. He is that not too uncommon specimen, the printer-artist. A maker of woodcuts. A painter in oils. And on his way to his final degree, that of Master Printer, which for him is the goal of artistic achievement. As for the movement with which his name is connected, it is nothing more nor less than the recent efflorescence of enthusiasm as a result of which a handful of new "art publications" blossomed on the news stands of Chicago and other large cities. As first publisher of the magazine *Youth*, and present publisher of *The Wave* and the *Musterbook* series, Mr. Hinrichsen is exactly what he has been called, a "strange new force in literary Chicago," and his fame is rapidly extending to other centers.

Thus, he is a "new" force only because he happens to be a contemporaneous force, and the most recent one, not because his impulse is new; and he is a "strange" force because in Chicago we have come to regard as strange any individual or group of individuals who break with convention and tradition and sign their names on the dotted line of artistic revolt. And he is a strange force, too, because he is not a native Chicagoan, not even a native American, but a young artist come from abroad to become the standard-bearer of Chicago's young progressives who, pending his arrival, had been dreaming dreams and marking time.

The story had better be told chronologically.

Steen Hinrichsen, then, was born in Copenhagen, Denmark, in 1897; so that today he is only twenty-five years of age. His father, L. V. Hinrichsen, is a celebrated Danish landscape painter, and when Steen was a boy the elder Hinrichsen gave him some very good advice. Paraphrased into American speech of the day, what L. V. Hinrichsen said was: "If you can't be the real thing, don't be an imitation; keep out of the game!" The son, it seems, had wished to follow in the footsteps of his parent and become a painter; and the parent's sober, well-considered advice bade him think carefully before determining upon a career. If he thought himself a genius, and that he would become a master, well and good—got to it! If, on

the other hand, he possessed merely a happy talent, calculated to make him one of many thousands of creditable artists, most of them struggling for a living—well, then, take a second thought. Steen Hinrichsen took a second thought, dictated perhaps by modesty, perhaps by the other vision which already had seized him.

At any rate, he determined to know all that the art schools could teach him, then use his knowledge as a foundation for something else. He studied. Later he learned thoroughly the engraver's art. Printing called him—artistic printing—and he looked around him for a field. And the big field that had lured so many before him crooked its finger and whistled. In 1917, shortly after he had attained his majority, Steen Hinrichsen sailed for America.

He did not stay long in New York. He had to perfect himself, theoretically, in the line he had chosen, and to learn the difference between Danish and American methods; so he hastened west and south to Illinois, where he took a course at the Bissell School of Photo-Engraving, intending thereafter to locate in Chicago. His first view of Chicago, however, did not impress

him, and he determined to try the South. In Savannah, Georgia, he actively began his career as an engraver, and on the side he made many and attractive woodcuts which led his new friends to predict for him a brilliant future.

A charming romance enters the narrative at this point, for in November, 1918, someone else sailed from Copenhagen for New York—Miss Nette Fischer. A movie placard, one supposes, would have shown a flash of the young woman boarding the ship, with the clarifying legend, "The girl he left behind him." She had not been left behind for long, however, and upon her arrival in New York she became "Mrs. Steen," for Mr. Hinrichsen had hurried North to meet her. Then, after a brief honeymoon in the big city, the young man took his bride back to Savannah.

His woodcuts began to attract attention, and a friend in Savannah offered to introduce him to some significant men in Chicago if he cared to return. But the young artist had received a flattering offer from Jacksonville, Florida, and the wandering spirit still led him. He took the letters of introduction, but went to Florida, and for ten months worked at his profession in the state metropolis there; and there, too, his woodcuts made him a host of friends among the artists and the state's patrons of art. Then, still possessed of the roving spirit, the young man made up his mind to go to Cuba; but at this juncture his friends entered specific and effective protest. So he did not go to Cuba. Instead

Continued on page 64



STEEN HINRICHSEN
From a Woodcut by Himself

"Women and Children First"

The Salesman of Direct-by-mail Advertising Must Take into Account the Part in Buying Which the Women and Children Play and Must Play With Them.

By ROBERT O. BALLOU *

WOMEN buy forty-four per cent of the ties men wear. Women's preferences are the determining factor in eighty per cent of automobile seat cover sales. And in everything which they buy, women pay much more attention to it than men do. They follow the styles for weeks before buying a new dress. They listen for hours to the talk of salesmen who would win only a curt "no" from men.

And these facts, and many more like them, are of interest to every printer who hopes to compete successfully in the exhilarating contest of securing and holding direct-by-mail advertising accounts. For the printer who is selling service to the advertiser must make his customer's interests his, and must be able to tell his customer where and how he may best advertise his product by printed salesmanship. In order to tell him this, the printer must know some very pertinent personal facts about the prospects to whom an appeal is to be made.

Personality is as intangible as springtime. And yet personality in the prospect is so closely linked with the effect which advertising will have upon that prospect, that it must be carefully studied, analysed, and all of its various reactions to advertising matter taken into account before the intelligent direct mail piece can be conceived.

Some time ago an exceedingly interesting analysis of customers was made by Frank E. Fehlman of New York City. I believe that it has received slight publicity—less than it deserves, for it has in it a potential effect upon the cash drawer of every service printer.

First he divided all prospects into five general groups, as follows:

- | | |
|-----------------------------|-----------------------|
| 1. As to age. | 4. As to income. |
| 2. As to sex. | 5. As to temperament. |
| 3. As to general education. | |

Following this major classification, he becomes reminiscent of Shakespeare and the "Seven Ages of Man," which Jacques named in "As You Like It."

First. Under seven months.

Second. From seven months to seven years.

Third. From seven to fourteen years.

Fourth. From fourteen to eighteen years.

Fifth. From eighteen to twenty-five years.

Sixth. From twenty-five to forty-five years.

Seventh. From forty-five years up.

Following out the reasons for bottling and labeling customers in this way, Mr. Fehlman says: "The salesman who is alive to his opportunities studies books on obstetrics, rice, baby foods, and everything in which the mother with her infant would be interested. It has been only in the last few years that the public has realized that a mother is at the head of the most exacting profession in the world—that of giving birth to and rearing babies. Not one in a hundred is familiar with the things which science has done to save babies' lives, and yet how closely this affects the profession of selling printed salesmanship."

This thought is packed full with wisdom. Realizing that one out of six babies dies before he reaches the age of six, the modern printing salesman will combine that knowledge with knowledge of the things which women buy, and will devise ways

of appealing to mothers through offering information which will make the life of her child safer. A weekly card bearing a children's health hint, for instance, would be eagerly read by every mother of children who saw it, and would make her feel very kindly toward the children's clothing house, or the necktie store, or the automobile cover dealer, who sent it to her.

Of course the information must be fresh and vital, or presented in a fresh and interesting way. It is not enough to say, "Children's feet must be kept warm," unless that statement of a fact which every woman knows, is followed by a suggestion of some new or hitherto unthought-of way to keep them warm—perhaps by wearing overshoes sold by the printer's customer. The health of the child is a much better appeal than price, or appearance.

"From two to seven, the child shows some preference of its own, so that you are selling a young customer as well as the mother," says Mr. Fehlman.

Here is opportunity for an unlimited play

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"Unless you have played on the floor with children, you cannot advertise to them."

*I am indebted to Noble T. Praigg for much of the information around which this article has been written.—R. O. B.

Furnishing Fuel for Workers

A Square Meal is a Part of the Square Deal in Printing Shops Large Enough to Support a Cafeteria. Hot Lunches Are Better Than Cold.

By JAMES H. COLLINS

Copyright, 1922 by J. K. Novins

THEY hired Tony to fire the boiler because he offered to work for low wages. But that very day the power fell off, and the engineer said it was Tony's fault—he didn't keep up steam.

They hired Tony on a basis that is common enough in business, though nobody tried it in a boiler room before. They gave him a perfectly good boiler, and all the tools to work with, but no coal! Tony was supposed to hustle fuel himself, as part of his job, and the reason he couldn't keep up steam and deliver work to engine, shaft and pulley was that he had to spend most of his time hustling kindling wood around the factory yard.

For years they have been hiring Tony for other jobs—laborer, miner, shop hand. What he ate and where and how he ate it has been considered Tony's own personal affair—until lately. Now it is beginning to be seen that workers are not unlike power plants in that energy must be fed into them before it can be taken out, and that even the best-paid and most intelligent employes do not always know how to fire the human boiler.

Left to himself, Tony would earn his three dollars a day, save ninety cents on the dollar, and live on a loaf of bread and a couple of bananas.

Left to themselves, mechanics eat a cold lunch out of a bucket or paper bag, in the dirt and grease of the shop.

Left to themselves, girl machine operatives often hurry to work in the morning without breakfast because they are late, and if their morning's output were plotted in a curve it would show just so much energy lacking that hadn't been eaten, and therefore could not be delivered by the half-starving worker.

Many years ago an English manufacturer tried a classic experiment. He had two factories, one in England and the other in France, both making textiles by the same process. English output per worker was just about double that in France. English operatives ate meat freely, while the French workers didn't. He began feeding the roast beef of old England to his French employes, with the result that in a few months their output came up to English standards.

In the same way, many American business concerns are learning that the square meal is a factor in working efficiency, and that attention given to seeing that employes get it is well worth while in output, health, contentment and other ways. The plant cafeteria and restaurant is being so widely installed today that a special journal called *Plant-Restaurant Management* is now published in Chicago—it deals entirely with this

subject of feeding workers. The paper-bag and tin-bucket meal, eaten cold at a greasy bench, is being replaced with warm meals served at reasonable prices in the company cafeteria. The girl who gets up too late and hurries to the factory without breakfast can eat it there before starting work. The office girl's soda fountain lunch of cake and nut sundae is being replaced by a wholesome dish of meat and vegetables with hot coffee at no more than she spends at the soda fountain, while the bucket of stale coffee half warmed on the radiator is replaced with a pint of fresh coffee for a nickel, piping hot, with sugar and milk.

One of the big Wall Street banks has a restaurant for employes, serving four or five meals a day—breakfast, lunch and supper, with extra meals for night workers. In arranging his menus at the outset, the manager provided hearty staples like corn beef and cabbage for the husky porters, and dainty salads for the girls doing light office work. To his surprise, the husky porters would eat the salads, while the office girls cleaned up the corn beef and cabbage. A little investigation showed why. The porters live at home, and get a substantial breakfast and supper, so light refreshment at noon was all they needed. But many of the girls live in furnished rooms, have no way of cooking, and so eat cold things for breakfast and supper. In the company's restaurant they ate their main meal, getting substantial food at prices less than prevail in the kind of restaurants they could patronize.

Some months ago, while an oil tanker was being repaired in a Brooklyn dry dock, an explosion occurred, attributed to an accumulation of gas in one of the vessel's fuel tanks. Four men were killed and twice as many hurt. Had the accident come a half hour earlier, or fifteen minutes later, the casualties might have made it a great disaster. This dry dock company maintains a plant restaurant where the employes go for a clean, wholesome meal at noon. More than one hundred men working on that ship were at lunch when the explosion took place.

Without a plant restaurant they would probably have been eating a cold lunch on the ship.

Plant catering runs all the way from the setting aside of space where employes can maintain a coffee urn themselves, to the furnishing of a substantial warm meal at noon free of charge. No work force is too small to benefit by some improvement in feeding. Plant catering may begin with the serving of hot coffee and be developed as employes' requirements are learned. A couple of hundred dollars invested in a



They gave him a perfectly good boiler and a peach of a shovel but no coal!

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Fitting Your Plant to Its Work*

The Outstanding Fact in Trade Composition Success Is the Adaptability of the Trade Composition Plant to all of the Needs of its Customers.

By H. D. BEST

Assistant to the President, Lanston Monotype Machine Co.

"SERVICE is giving the customer what he wants when he wants it; if you talk him into taking what he doesn't want, you are wasting your time and losing his good will."

I can think of no message that I can bring to the modern trade compositor more timely than this. I know of no other sensible guide in the growth of an individual plant that is so well supported by the experience of your more successful members.

The practical basis for this ideal service is a clear conception, first of all, of what your customer needs to complete or supplement the work of his own composing room so that the other departments of his business may take up their share of the productive process; and, second, a realization of the possibilities or limitations of your equipment and of the facilities that are built upon it.

That means, after all, simply that you must keep both your feet on the ground, and recognize the facts that have made the modern trade composing room a very necessary part of the printing business. The big outstanding fact is that every successful trade plant has made itself a part of the composing rooms of its customers. The degree of your individual success is the degree in which your machines and your men and your methods are fitted to the work that comes to your plant. The comparative failures in the trade-plant business will be found among those who foolishly tried to teach their customers how to fit jobs to a rigid machine equipment. Because you do not come in contact with your customer's customer—because in general you can not even know him—you must work with your customer to secure the effect wanted.

The Customer Specifies

Hours of labor, thousands of ems, pounds of material—these are the general names of the things that you sell—the items that you put on your invoices. But "hours of labor" means the kind of hand composition and the excellence of makeup that your customer wants; "thousands of ems" means the quality of composition, and the distinctive type faces that your customer wants; pounds of material" means well-cast type of specified families, space material, borders and ornaments that your customer wants. Always it is your customer who specifies and he measures your service—in the long run he determines your success—by the completeness with which you satisfy his detailed wants.

Because these are the concrete things that you sell—the only substantial things in which you may deal—as manufacturers and as business men you must develop your field and your facilities at one and the same time. Your supply must keep pace with the demand, and your selling plans, your advertising, your personal work should be devoted always to stimulating and broadening the market, not only for your individual plant, but also for the sake of the whole industry.

An essential part of this planning is a calm and matter-of-fact study of composing-room practice. List the

* An address delivered at the District Conference of the International Trade Composition Association, New York City, Feb. 2.

different operations that are universal, checking the ones that you now supply. Examine carefully those remaining, and determine just how many of them your equipment will permit you to assume, either wholly or in part. Do this with a full realization that the printing industry now accepts the fact that you are composing-room specialists, and that no argument can be made to stand against the development of your service to its most complete form.

The major operations in every composing room may be grouped, with the exception of layout, under the general headings of composition and makeup. The first includes hand composition, distribution, machine composition, proofreading, and correcting. Makeup includes assembling hand and machine composition, inserting rules in tabular forms, leading out, fitting borders, proofreading, correcting, and locking for press or foundry. Reciting these things is like repeating a primary lesson; all of us know them, and have known them for years. But I want to repeat them now, lining them up to see what they mean to the modern trade compositor.

Ability Is Confined

There isn't so much to say about making the typographic plan for a job, because in most instances your customer, or even your customer's customer, has made this, or has indicated it to an extent that leaves little to be done by your compositors except to follow the general layout. This is aside from the fact that many of you have in your plants, undoubtedly, men who have more than average ability as typographers; it is merely the recognition of another fact that this ability is more frequently confined than not.

Among the operations listed under the first heading you now supply machine composition, proofreading, and correcting, with a very small percentage of the total in hand composition. While some of your members have equipped their plants to handle all of the operations listed under makeup, a few have contented themselves with the simplest type-setting service, and in between are others who are striving to care for the demand that has been created by the factors making for progress in the trade-plant field.

The logical line of expansion naturally will follow the path of partial accomplishment. This means that you will continue to reach out until you are able to do for your customers everything that they now do for themselves. If you are at present limiting your plant to type-setting, the next step is to include a makeup service that will be second to none in the finest composing room. As a matter of cold business you cannot afford to offer to your customers a product that will not hold its own in the competition that they must meet; for if you do not enable them to meet this competition you are definitely and positively reducing your own market.

If you are furnishing a makeup service, with as varied a composition service as your trade requires, the next step is to place at their disposal such facilities as will permit them to do most efficiently

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Publicity as a Leading Industry

The Advertising Profession is Reaping the Benefit of an Influx of Journalists Whose Love for the Printed Word Makes Them Respect the Truth.

By the Editor of *The Linotype Bulletin**

IT LOOKS to me as if publicity is going to be the leading industry of these United States pretty soon. The statement sounds slightly jocular, but it's got specific gravity. I remember (and they tell me that I'm not yet old enough for killing) when the word "publicity" was used only by an occasional spirit too proud, or too feeble, to call himself a reporter. We knew such a word as "advertising," and it meant chiefly space to be bought by somebody who filled it at his own risk and without benefit of clergy from us. We knew advertising agents as impersonal persons who carried copy to us in return for a grudgingly paid commission.

The only publicity men known to us in those extinct but not far-off days were press agents; and no human mind could conceive a press agent as apart from the circus, the theatre and an infrequent eleemosynary enterprise too poor or too stingy to pay for space honestly. The solid business man would as soon have engaged a chorus girl to sit in his office—perhaps sooner.

We of the publishing business often liked the press agent personally, but as a class we would have preferred to consider him among the missing. Even when we liked him, we never attempted the impossible task of concealing our thoughts regarding him. He, honest with us despite his trade, often endorsed our most injurious utterances with genuine enthusiasm, exhibiting a fine, simple pride in his freedom from the slavish harness of veracity. The average newspaper or magazine man assuredly never dreamed in those days of rising to be a publicity man. He could see a press agent only by looking down from a height that gave him vertigo.

Today, with hair not gray enough to command reverence from the poorest office boy, I count an amazing list of former colleagues of the newspaper and magazine field who conduct publicity departments, and are not only proud of it, but have reason to be. And in this fact is a vastly important, perhaps the most important, suggestion for us all in considering any publicity problem that may come to us.

The significant point is that this influx of men into the advertising field has been an influx of men not primarily trained for advertising. Their training has been rather the direct contrary, for their original profession was that of entirely disinterested writing. (We talk now of a class, not of that pestiferous element that always was willing to sell itself and its pens.) The big value that these men

have brought into the publicity field is that by habit, by training, by force of love for their profession, they are men who respect the truth. They learned long ago that the only thing worth printing is something that is of genuine good to every man who reads it.

As an inevitable result, they have brought into the advertising business a large outlook on life. A few of them have done so consciously. Most of them have done it unconsciously, simply because of their earnest respect for the printed word. Less by "scientific" advertising calculation than by spontaneous habit and desire and ability, they are giving advertising the wider horizon of human fellowship. They don't have to put it into words, into stupid maxims or pompous "educational" remarks. By dint of convictions they are shaping the advertising of every article, big or little. Because they know that the only good reason for producing anything is in its usefulness to everybody else, they are managing to make their publicity a part of true educational literature.

The man who means to hold his own in the new publicity must throw overboard the "selling" jargons and a lot of other advertising rubbish. Smart slogans, clever insinuations, smooth phraseologies that use words of literal truth to tell a lie, painfully gathered verbal felicities, all the thousand and one tricks of the trade, are going to give way to the one big thing—to say something that will be of use to the people who read it. Of course, that means that the article advertised must be of use. Well,

nobody has any business to make anything else.

Printing Irish

A WRITER in the *Irish Independent* holds that the printing of Irish is not well done in Ireland. "In an article in Irish which I recently read there were glaring typographical errors," he says. "In one or two cases words were transposed several lines away from the place in which the author had intended that they should appear. In one instance a line was transposed! Spelling errors were of frequent occurrence.

"Recently I had occasion to read some proofs in Irish. I read them, and then counted the number of corrections. I was reading from copy, and made no alterations from the author's manuscript. In two galleys four lines of MS. were completely omitted, two lines of type transposed, and there were forty-three spelling errors, and the printer's reader had read the proof!"

Here is a man "not yet old enough for killing" who can remember, nevertheless, 'way back when the word "publicity" was used only by young men who hadn't the nerve to call themselves reporters—when advertising was an uncertain following little given to the ways of truth.

Now the situation has been changed and publicity men are no longer thought of as solely attaches of a circus or musical comedy.

This article says something worth hearing. And in addition it's mighty good reading. The editor of the Linotype Bulletin wields a sprightly pen!

—The Editor.

* Written especially for BEN FRANKLIN MONTHLY.

Putting the News in Newspaper

New Conditions of Rural Life Demand More Live Up-to-the-Minute News and Less Inconsequential Locals. Rumors Are Not News.

By EDGAR WHITE

NOT so long ago the following confession of faith by a country newspaper publisher was warmly indorsed by his fellow members attending the State Press Association:

"The main thing with a small town newspaper is to give the people plenty of local news; get in all the names you can in the personal department, and in reports of local events. If you give them a good local newspaper you don't need to worry about what happens abroad—the big city papers will attend to that."

For years afterward the system was followed by small town publishers in Missouri. Then there came a change, slowly but surely. The telephone spread all over the country like wildfire, making its way into every office, store and home. This made a big change in the demand for news. The area of every paper, large and small, was extended many times.

At a meeting of the Northeast Missouri Press Association at Hannibal, the middle of January, Charles Weisenborn, business manager of the Macon Daily Chronicle-Herald, spoke of the changed conditions as affecting newspapers during his career of about 20 years.

"Country weeklies as well as dailies should handle general news in order to keep abreast of things as they are today," said Mr. Weisenborn. "If I were running a weekly I would operate on the day of publication just as though I were running a daily. At least one page would be kept open for live news of a general nature. I'd manage to get it by telephone or telegraph on that day. I wouldn't scissor stuff for my live news page, but would have real news, if there was any possible way to get it. And this would include all the markets. If we couldn't get in the markets before 1 p. m., I wouldn't commence printing until after that hour. The farmer wants his markets right up to the minute—it's his business to keep posted—and weeklies will find it helps them to get the quotations every week just before printing.

"There's no longer any excuse for rumors or 'grapevine' reports, if there ever was. The telephone gives every editor the chance for verification, and he ought to query when in doubt.

"Newspapers should turn the old plan of personals and neighborhood news upside down. When Mrs. Smith leaves Alfalfa City for a half-day visit with her daughter in the next township that isn't startling enough to print in these days of big news stories, nor is an accident to John Jones' roan calf's leg. There should be a reason

for every line in the paper, and with so much ado as there is now the trivial can be discarded. The live editor never needs anything for 'gunwadding'—his trouble is to find space for the real stuff.

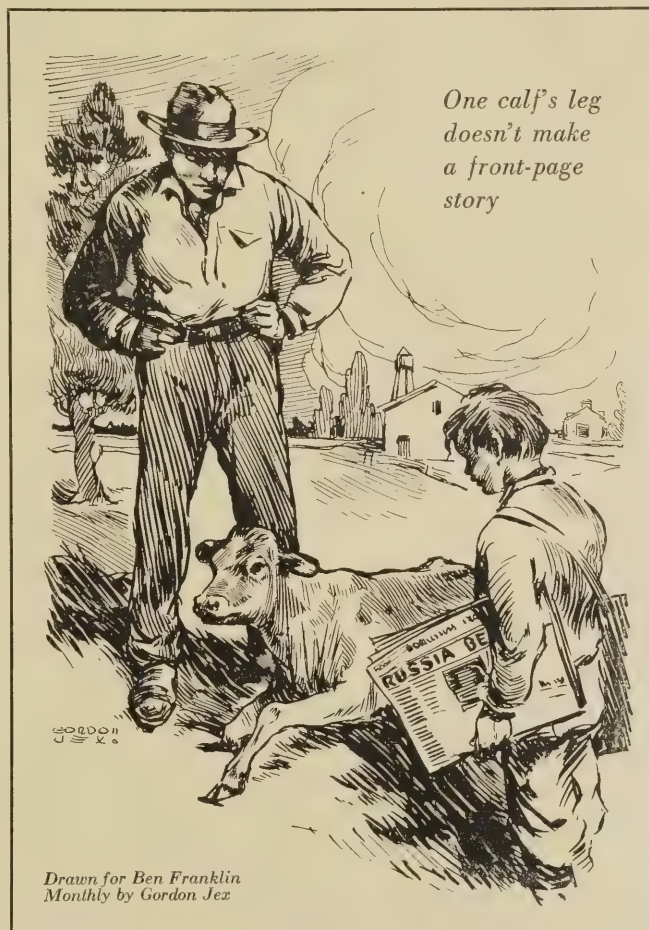
"The twentieth century wants to know what you've done worth while. It isn't interested in seeing merely your name in print.

"The newspaper of today must be constructive. Its editor must visualize his entire circulation territory and study to find how best to help the people dwelling therein. And right here is where many of us, with the best intentions in the world, fall down. We boast and laud every alleged attempt to start a factory or stock-selling enterprise that comes along because we think it will help the town. The editor should give all those schemes by outsiders the third degree before throwing his hat in the ring. A newspaper has tremendous local in-

fluence, and many wily stock salesmen have bought that influence from some honest editor who took the ad when 'there was nobody at home,' and people have put up their real cash for unreal stock because the paper said it was a good thing.

"Most of us have sinned there and learned our lesson. Now that we know better, we are studying our territory and trying to help our people learn how to do things that will count in the development of towns and county. In one section the papers are boosting for the raising of high-grade hogs, dairying and poultry, because those things mean more money to the farmer, who is a generous patron of the towns when he has the money with which to buy. It is a solid asset, and no one is required to buy stock on a gamble.

"We are planning to work along the line of agricultural and stock development this year because we have investigated and learned there



Continued on page 52

Midwest Stationers Meet

THE Midwest Division of the National Association of Stationers and Manufacturers will meet in Kansas City on March 22 and 23.

This two-day session will be attended by J. Ogden Pier-son, president of the National Association of Stationers and Manufacturers, and Fletcher B. Gibbs, general manager of the National Association.

The officers of the Midwest Division are as follows: Charles L. Mitchel, president; A. S. Matthews, secretary and treasurer; C. W. Seely, vice-president for Kansas; Clark Field, vice-president for Oklahoma; Gerry A. Manning, vice-president for Missouri; R. D. Latsch, vice-president for Nebraska; Horace G. Mitchell, vice-president for Arkansas.

The Kansas City meeting will also be attended by practically all of the retail stationers and office outfitters of the five states of Nebraska, Kansas, Missouri, Oklahoma and Arkansas, and as a large percentage of the stationers of these states are printers as well, there will probably be a special gathering of those interested in the printing industry.

New Guide Index Out

A COMPLETE new index for both sections of the Typothetae Standard Guide was issued on March 1. Each index has been arranged so it can be used conveniently. On account of the new scheme of page numbering on each division of the Commercial Section that index does not contain any paging, only the divisions are given, as for instance, Banners, Cloth, Index 23.

The index for the Estimating and General Information Section has both section index and page numbers, for example, Attaching Wire Clips, Index D, page 2.

Martin Heir Goes to Europe

ON FEBRUARY 21 Martin Heir, former secretary of the Grand Rapids Typothetae, and recently vice-president of the Printing Trades Secretary-Managers' Association, sailed on the steamship Paris of the French line to visit his mother in his native town, Namsos, Norway. Mr. Heir left there thirty-five years ago. After serving two years as an apprentice in a printing office he came to this country and started in immediately as a journeyman printer. He has been successful as a secretary and is popular with his brother secretaries. Before going to Norway, which he expects to reach about the middle of April, he will visit the Riviera, also Rome, Florence and Naples. He intends to start on his return trip about July 15 and will make a tour of the principal plants in England.

At the final meeting of the Grand Rapids Typothetae, when he severed his connection with the organization, Mr. Heir was presented with a purse containing \$150.00 in gold coins.

Watch Your Wrappers

THE wrapping paper is part of the service, according to the Minneapolis Paper Co., who have just issued an attractive folder of wrapping paper samples.

"The wrapping of the finished job of printing is an item not to be overlooked," says the *Empeco Paper News*, in announcing the folder. "Many printers ruin their chances of securing repeat orders from many choice customers by their neglecting the appearance of the package delivered. A neatly wrapped, labeled and carefully addressed package is one of the best mediums of advertising that the printer has at his command.

"Let us send you one of these sample books to help you in your selection of good wrapping paper."

THE WORLD'S GREATEST PRINTERS AT WORK

No. 4. Norman T. A. Munder, "The Bishop of Baltimore" in his office.



Photograph by Bachrach.

Shimmering Silk Hunting Coats

A Desire for Artistic Printing, Laudable in Itself, Often Leads the Over-Zealous Into Adopting Silken Types for Corduroy Subjects

By HOWARD G. KNOWLTON

EVEN a calloused business executive would stand aghast were a friend to pull out, from the lower right hand drawer of his desk, a strip of shimmering silk and say: "I picked this up at a department store yesterday—isn't it sporty? Just needed a hunting coat, so I'm taking it to my tailor this noon." Or, to hear the gentleman standing next to him in a haberdashery ask to have his oxford grey worsted business suit embroidered with silk floss.

Asinine as the foregoing seems, equally inconsistent occurrences are frequently—much too frequently—met with in printing. We find inconsistencies in paper selection, color schemes and typography which are deadly to the successful life of advertising literature.

For instance, a paper house distributes samples of a beautiful dull-coated book paper, with illustrations printed in luxurious doubletone inks. "Ah!" says one recipient as he falls under the lure of a scenic halftone showing moonlight on Lake Louise, "I, too, must use that paper!"

Some one shows him a brochure set in Bodoni, ecclesiastical in its ascetic severity, or bedecked in the ornamental style of the Italian Renaissance. "Gosh!" says he, "That's swell," and he asks the next six printers whether or not they have Bodoni type.

He thrills to a Kelly-Springfield tire advertisement, comments sagely on the verve, the clean cut pictorial quality, etc, etc.

Then he or his boss' business requires a piece of advertising exploiting the new and improved Thermus-Hardy Worm Gear. Immediately he decides to use some of the wonderful things he has but recently seen.—Can you visualize the results?—A long and fashionably slender Beau Brummel leaning on the door of a Rolls-Royce phaeton, typography a la Bodoni plus a rhythmic Venetian border, all printed in brown doubletone ink on somebody's duvetyne dull finish enamel. This is what is to be sent to the chief engineers, designers and chief mechanics of the nation's automotive factories!

Do such messes actually transpire? Yes! They do. Perhaps our instance is exaggerated but lesser incongruities are in daily evidence. "Jazz printing" an associate of ours termed them at a recent luncheon.

Here is an instance, which, while not of great import, specifically illustrates our point:

A firm of exceptionally high standing has been using a goodly quantity of bulletin covers. What particular cover they used in the past matters not. A sample of Lodestone cover aroused their interest and they selected

a dark grey for a small run of bulletin covers. That sounds very well. But, unfortunately, the cover carried a lengthy title of some forty words. The printer, following the model of former covers, set it in Art Craft type in size of from ten to twenty-four point and added a narrow rule border. The typography, quite inoffensive if printed on the title page of white book paper, was utterly lost on the rugged background of Lodestone cover. The reason is obvious. Such a stalwart cover, especially in the darker shades, requires vigorous treatment. Strong, simple lettering, or if not strong in design, lettering made vigorous by color, is needed to stand against so strong a background.

No capable designer will seize avidly upon beautiful material and force his subject to it. Rather, he studies his subject and then selects the materials best suited for its portrayal. Bromidic as this statement may sound, it is a truth which advertising men and printers playfully disregard. The printer who proclaims his ability to prepare or to aid in the preparation of advertising literature must not only know this truth but he must test every job, for whose design he is wholly or partly responsible, to be certain he has observed it.

Printing is the expression of ideas. It should be wholly the truth—not alone in the words but in the materials. The atmosphere of truth is not found in incongruity, while that advertising message which shows character in materials, form, colors, style and typography conveys the suggestion of truth and begets confidence.

Our friend who ordered the circular on Thermus-Hardy Worm Gears would fare better by considering the subject, the audience and the specific conditions surrounding the uses of the new product, and by outlining his problem before he began, as follows:

SUBJECT: Mechanical—the points of which are technical and require exact and correct reproduction. Illustration best provided by photographs, with minimum retouching to depict realistically the device under normal working conditions. A mechanically correct wash drawing would serve to clarify the points of construction and operation.

AUDIENCE: Officials of motor car manufacturers, their engineers, superintendents and mechanical advisors. Not interested in beautiful literature except to that extent which makes for acceptability. Interested in truthful realism, obvious illustration and easily grasped copy giving the facts of the new product and its merits, typographically rendered to provide easy reading.

CONDITIONS: New product in market full of mechanical devices. Smashing presentation necessary to make first impression, which may be followed up by more detailed literature.

One of the most effective pieces of literature for such a duty is the broadside. We are out to arouse first interest,

"There are places for the luxurious, dull-coated enamel—places where the smashing broadside would be as inappropriate as fried liver at an afternoon tea. There are messages best told in the types of Giambattista Bodoni and stories best suggested by drawings of the highly successful Kelly-Springfield type. Our point is:

"Begin with the subject and the audience. Prepare the correct message. Then find the paper, the pictures, and the typography best fitted to tell the tale."—Knowlton.

to draw the attention of busy men. That's enough to expect from our first piece of advertising—to arouse interest. That will prompt inquiries or at least pave the way for further advertising efforts or our representative's call. We'll follow up this broadside with booklets, correspondence and personal calls.

Let us prepare a huge broadside, using a tough folding enamel of substantial weight, suited to such a task and suggesting strength and durability in itself. On its unquestioned printing surface we shall show by halftones, made from photos with minimum retouching and from mechanical wash drawings, our new worm gears and their use—large illustrations, truthful beyond argument. We shall show these gears and their operation on a chassis and an illustration from actual photograph of the excellent condition of a test set after 63,787 miles of service. We'll set our copy in a simple type like Bookman. The color of our stock may be India, less susceptible to soil than white and perhaps a little more distinctive. Our illustrations and type appear in strong black with a vivid orange for emphasis. This is the piece of sound, sane advertising through which we shall announce our new product to the army of hard-headed technical men who influence its sale.

Do not read this article incorrectly. There are places for that luxurious dull-coated enamel—more places than we perhaps realize—places where the foregoing broadside would be as inappropriate as fried liver at an afternoon tea. There are messages best told in the type of Giambattista Bodoni and stories best suggested by drawings of the highly successful Kelly-Springfield type. Our point is:

Begin with the subject, the audience and the conditions—not with attractive materials. Prepare the correct message. Then find the paper, the arrangement, the pictures, the typography and the colors best fitted to tell the tale.

Dust Affects Printers' Health

IN MANY English printing offices there is being made a determined effort to minimize dust, and to promote in every way healthy conditions of employment, according to the *British Colonial Printer and Stationer*. It has been contended that dust is one of the causes of printers' phthisis. It is important to notice that the Medical Research Council of England has confirmed dust (silica) as being the active factor in the causation of pulmonary tuberculosis. However, a British inspector of factories, expresses the opinion that printing is not a dusty trade, in an article in the current Home Office Annual Report, and the longevity of many printers points to the fact that conditions under which they work have few harmful effects.

If It Isn't One Thing, It's Another

WORRIES about high costs and low production are fed by so many things that it is interesting to find new subjects to worry about. In England, the two principal bugbears of the printing industry just now seem to be the postal rates which, by their exorbitance are forcing direct-by-mail advertising jobs out of the country to Germany and Holland, from which they can be mailed into England more cheaply than they can be mailed in England, and gambling.

Here is an interesting discussion of the gambling situation from the *Caxton Magazine*:

Accustomed to questions of every conceivable kind affecting the technical side of the craft, there come to hand now and then letters of another order. Stamped with the badge of absolute sincerity, we have a letter from a "searcher after the truth" designed to rectify at least one of the contributory causes of lessened production, an existent evil that, persisted in, can have only one ultimate effect, and that of a repercussive character, on the worker in the honorable craft of printing.

In publishing the letter as received, we are at one with the unknown writer—whether he be an anti-betting faddist, or an employer who "feels" through his pocket—in hoping that "shop" betting will, as suggested, be drastically dealt with by the employer, and that printing workshops will be, as their name implies, places where the craftsman goes to work and not to bet.

Here is the letter:

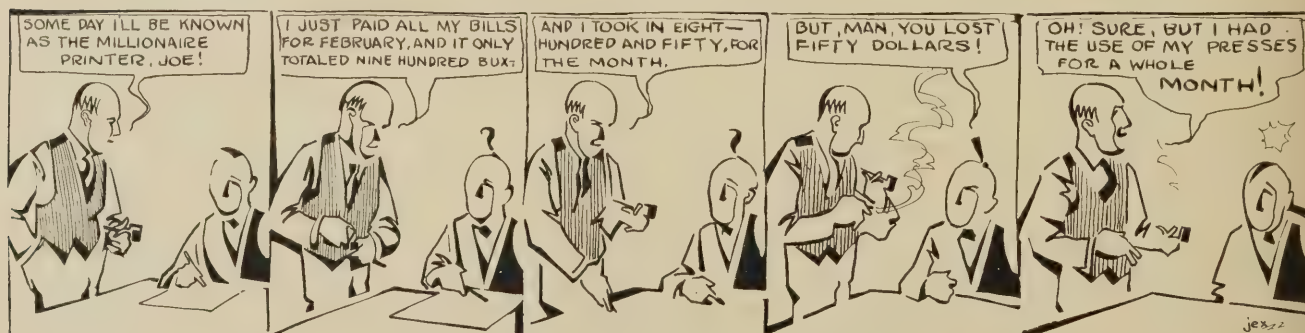
"Dear Sir:—May I venture to bring before your notice a matter of very serious moment in the matter of costs in the printing trade. In a word betting has assumed such gigantic proportions that in large houses it is a grave problem. Practically all large houses are involved; at least half the employes are gambling. With truth it may be said that a great many men are not working more than six hours per day; the other hours being spent in "spotting the winners" and sporting gossip.

"This betting produces a kind of enervating fever, sapping the energies of the men even while they do work. Work is scamped when men have their minds on 'What shall I back?' or when excited or depressed after the result is known. Output is reduced as a natural result, and thus capital is made to pay a heavy toll to the 'bookmaker.' Some houses have as many as three or four 'bookmakers'—principally in composing department—some of these bookmakers holding responsible positions, so that it is difficult for the management to detect the evil.

"Laborers are chiefly used to take the bets and transact the business between the parties because their work takes them into all rooms—they are paid commission. Much of the extra wages reach the 'bookmakers'."

Why Printers' Wives Go Home to Mother

By Gordon Jex.



Food Costs Decrease

THE retail cost of food decreased 5 per cent in Chicago between December 15, 1921, and January 15, 1922, according to bureau of labor statistics. For the year ended January 15, 1922, the retail cost of food in Chicago dropped 15 per cent, while the retail cost on January 15, 1922, compared with the average cost in 1913, showed an increase for Chicago of 45 per cent.

Some of the decreases found for the period December 15, 1921, to January 15, 1922, are:

Salt Lake City and Savannah, 9 per cent; in Providence, 8 per cent; Manchester, New Haven, and New York, 7 per cent; Louisville, Milwaukee, Minneapolis, Norfolk, Pittsburgh, and Rochester, 6 per cent; Birmingham, Chicago, Columbus, Peoria, and Seattle, 5 per cent; Baltimore, Kansas City, Little Rock, Philadelphia, St. Louis, Springfield, and Washington, D. C., 4 per cent; Cincinnati and Indianapolis, 3 per cent; New Orleans, 1 per cent.

A Million Miles of Printing

SOME startling statistics which reveal the development and widespread use of the telephone, have been compiled by a Chicago printing house, which prints telephone directories for many cities.

This printing establishment announces that in 1920 it printed 6,699,000 telephone directories, using 18,350,420 pounds of paper, which required 459 freight cars to transport it from the mills.

These directories if placed end to end would reach from Chicago to Jacksonville, Fla., and the paper stock if made into a strip one foot wide would reach from the earth to the moon and more than half-way back.

To set the type contained in the listings of these directories would occupy one man's time at a Linotype machine for nearly forty years and on an ordinary cylinder press, running eight hours per day, it would require seventy-five years to complete the run.

How Many Books?

FRIENDS often ask the question: "How many thousands of books are actually printed in America?" If you care for figures, here is the answer, prepared by the *Publishers' Weekly*. The total number of titles published in the United States in 1921 reached 8,329. This number is divided into new books, 5,438; new editions, 1,008, and pamphlets, 1,883. Again, books by American authors were 6,526, by English and other foreign authors, 1,803.

The total shows a decrease of ninety-three from the total for 1920. It is customary for statisticians to divide books up under many different headings; thus books of fiction numbered 683, poetry and drama 263 and general literature, 296. Importations increased by 356.

In foreign countries Germany had the largest book production, but the total for 1921 is not yet available. That for 1920 was 32,345 titles. Great Britain in 1921 published 11,926 new books. The books, if placed end to end, would reach around the world, the dream of every publisher.

Berry With Typothetae

EDWARD D. BERRY, advertising man, editor, special writer and typographer, has been appointed director of advertising for the United Typothetae of America, succeeding Noble T. Praigg, resigned.



EDWARD D. BERRY

Mr. Berry's first experience was in newspaper work, but he was for years a printing house executive in Chicago and surrounding territory, operating a plant of his own for a number of years.

Twelve years ago he became advertising manager for Ford & Johnson Company, wholesale furniture, and since then has spent most of his time in advertising and editorial work.

Mr. Berry was with the Lanston Monotype Machine Company for three years as director of publicity and traveling as representative of the president. While there he took over the editorship of *Monotype*, the firm's house organ.

For the past eight months Mr. Berry has been managing editor of *The Fourth Estate*, New York.

Mr. Berry entered his new position in the U. T. A. Chicago office March 1.

One Per Cent Profit

"I NEVER take more than one per cent profit." "One per cent? Nonsense. How do you reckon it?" "Well, if I give a shilling for something, and sell it for two, that is one per cent. Isn't it enough?" That was overheard, but it was not a printer who spoke thus. And the same day I read in Smiles' "George Moore" of a wealthy butcher who, when asked if he would take a share in a ship that was being built, said he did not mind. "Would he have a sixteenth?" "O wounds!" said he, "it is far too much for me, a third or a fourth is quite enough!"

—Abraham Diptych in *The British Printer*.

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers

GLUING, GUMMING—Labels of all kinds

STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

DIE CUTTING—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPLING—ROLLER EMBOSsing

Praigg Organizes Service Bureau

NOBLE T. PRAIGG, whose resignation as director of the U. T. A. department of advertising has caused considerable surprise, has announced the formation, on March 1, of a research, counsel, and service organization having to do exclusively with direct mail advertising in the interests of printers. In Mr. Praigg's own words:

"It will be a bureau for the service of printers, printers' customers, and users of direct mail advertising generally. Its chief value will be that either the printer or the man who expects to use the printer's product in his advertising, may come to our bureau and obtain thoroughly unbiased counsel both about the advertising he proposes to use and the advertising that has been done by other firms in his line or in allied lines.

"The printer will be able to send his customer to us with the assurance that there is no ulterior motive in our advice. We have no interest except a professional interest in providing the inquirer with sound, authoritative, practical information and suggestions, based on proved cases, on experience, and on observation.

"Having no axe to grind in the way of selling a man printing, you can instantly see that our advice probably would be accepted with less mental reservation on the part of the man who plans to use mail advertising.

"Into the service feature of this organization, there will be placed a library and files of accumulated data and material assembled over the past twelve years. So far as I know, there is no superior data source existing anywhere.

Large Attendance at Newark Paper-Making Exposition

ALARGE daily attendance of business men and women signalized the paper-making exposition held at the Public Library in Newark, February 6 to 12, last.

The exhibit was staged primarily for educational purposes, and was visited by many important paper users, representatives of large industries and of insurance companies, and by delegations of Kiwanis and Rotary clubs' members.

The American Writing Paper Company, the United Typothetae of America, the Newark Printing House Craftsmen, and the two well-known Eagle-A service houses with Newark branches, J. E. Linde Paper Company and Lasher & Lathrop, Inc., with the co-operation of the Newark Public Library, sponsored the exposition.

The paper-making equipment was constantly kept in operation, and the procedure of paper manufacture was shown from the sorting of the rags to the loft-drying of the finished product.

The baby Fourdrinier, exhibited by the American Writing Paper Company at the special request of the Newark printers, was a big center of attraction, as it has always been in other cities where it has been placed on public view.

A paper-testing laboratory replete with modern instruments also appealed to the interest of the visitors. In many instances, tests were made on paper which the visitors themselves had brought with them.

Important Meeting to Be Held at Boston Exposition

DURING the Graphic Arts Exposition at Chicago last July the question of how to regulate printing exhibitions was given considerable attention. Other large industries legislated some time ago with good results. One of the principal reasons the Board of Governors of the International Association of Printing House Craftsmen approved the Boston Graphic Arts Exposition for 1922 was to afford more complete study of the problems of the exhibitors and the printers than was afforded at Chicago.

Following this decision it is planned to hold at the Boston Exposition meetings at which exhibitors and printers will discuss conditions and arrange for the selection of an exposition commission, upon which will be representative exhibitors, prominent printers and Craftsmen. Such a commission could be given the authority to determine when, where and how future exhibitions should be held. The educational and business value of exhibitions as conducted by the Craftsmen was appreciated by those who attended at Chicago, and with the opportunity for further study and analysis afforded at Boston the discussion and decisions should be definite and influential.

A commission, functioning as suggested, would bring about economies and advantages not otherwise possible, would mean much in protecting the interests of exhibitors, many of whom have expressed enthusiastic approval of the plan mentioned. Exhibits of printed matter should be held frequently in all printing centers for the education of the trade and to encourage a better understanding among the buyers of printing. Expositions of machinery and equipment should always show such devices in operation, and this cannot be done frequently to advantage.

The indications are that the Boston Graphic Arts Exposition will be the largest and most important gathering of the printing and allied industries ever held, and the results of the intelligent and comprehensive program planned should be of great and permanent value to all branches of our business.

The plans and policies of the Boston Graphic Arts Exposition were approved and highly commended at a recent board meeting of the international officers.

Trade Comps at Lino Plant

ON FRIDAY, February 3, those members of the International Trade Composition Association who met in conference at the Hotel McAlpin, New York City, the day before, visited the headquarters of the Mergenthaler Linotype Company.

The trade compositors were welcomed by Fred C. Grumman, manager of the New York agency, and taken on a tour of inspection through the plant. As all departments were visited, the guests were afforded an excellent chance to view the Linotype in the making. Much interest was shown in the processes involved in the manufacture of Linotype matrices, which are being produced at the rate of a million a week in all sizes from five-point to extended thirty-six, and in fifty different languages.

At noon the visitors were guests of honor at a luncheon in the company's fine big dining room. A short program of informal talks was enjoyed at the conclusion of the luncheon. Mr. Grumman introduced Norman Dodge, general manager of the Company; Joseph T. Mackey, secretary-treasurer; Walter H. Savory, personal representative of the vice-president, and Harry L. Gage, of the department of Linotype typography. The talks had to do with the service which is being provided for Linotype users the world over.

The Productimeter

Does more than count. It's a regular watch dog. Prevents overruns, avoids loss and waste. Write for Bulletin No. 41 and find out what "THE PRODUCTIMETER" can do for you.

DURANT MANUFACTURING CO.
(1258) 653 BUFFUM ST., MILWAUKEE, WIS.



BOOKS WHICH INTEREST PRINTERS

THIS is the open season for year books. They flock in on us like an aftermath to the harvest of Christmas and New Year's cards that lay garnered in the office bins six weeks ago, waiting patiently and in vain to be acknowledged.

First there is the Advertising Year Book for 1921-1922, edited by Noble T. Praigg and published by Doubleday, Page and Company for the Associated Advertising Clubs of the World. The general plan of the book is one of the most sensible solutions of a universal problem imaginable. It very naturally answers the question which confronts secretaries of associations year after year when the annual conventions have ended and they find their desks cluttered up with a hopeless mass of addresses. What to do?

And the answer which the Associated Advertising Clubs fling back is "Hire an editor who will write them down to a comfortable size and put them into one compact and marketable volume."

At any rate that is what the Associated Advertising Clubs did after the convention at Atlanta last June, and here is the result. This one volume, consisting of 290 pages, contains everything really worth preserving that was said before the convention at Atlanta. Doubtless some of the speakers whose original manuscripts consisted of twenty or thirty pages will hardly recognize their children in the page and a half or so lengths which have survived the assaults of Mr. Praigg's nimble pen, but the thoughts are preserved and here we have them, in outline form, a bit sketchy perhaps, but still here.

This book, a stack of typewriting paper, a typewriter, and a versatile imagination—there are all the elements for another year's crop of advertising convention addresses. And if the imagination were versatile enough, and the fingers which pounded the typewriter nimble enough, the writers of the new addresses would never be accused of plagiarism. For there is no new thing under the sun.

The volume is really a valuable handbook for any printer who is trying to do creative direct by mail advertising, as well as for the advertising specialist. Why, the writer of this review just got through cribbing half of an idea out of the book to use in an article appearing on other pages of this issue of BEN FRANKLIN MONTHLY. I tell you there are no limits to the amount of imagination stimulant that can be gotten out of the thing. Just reading it makes you feel like an advertising expert. There is much in it that has been said before. There is much that will be said many, many times again. But the two dollars which it costs, if spent on the book, make one of the best investments any advertising printer can make this year.

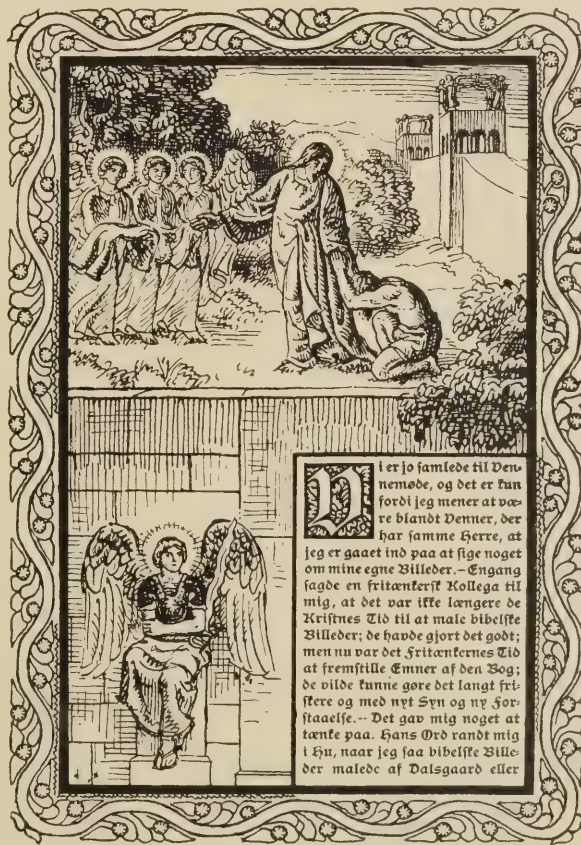
Incidentally, the United Typothetæ of America would do well to bear this performance of the Advertising Clubs in mind after its Cleveland Convention next fall. By adopting the same plan, the U. T. A. would be able to publish a book of convention proceedings at a much smaller cost, get it out much sooner than the convention number of the *Typothetæ Bulletin* is usually issued, and produce a volume which would be of more practical value to its members because the real information in it would be easily accessible instead of hidden in much chaff.

FROM England comes the twenty-fourth volume of Penrose's Annual, published by Messrs. Percy Lund, Humphries and Co., London, and edited by William Gamble.

In Great Britain this has come to be the looked for and treasured classic of the printing trades. This year the volume is of especial value to process engravers, who will find in it discussions of the remarkable achievements of the past year in this art. The printer will find in it new ideas in composition, presswork and the uses of colors. The artist will find new inspiration for illustration and decoration, the designer, new styles for commercial designing. The price is eight shillings.

We are looking forward with a great deal of pleasure to another British printer's year book—the Master Printers' Annual and Typographical Year Book, edited by R. A. Austen-Leigh and Gerard T. Meynell, and published by Spottiswoode, Ballantyne and Co. This should be along before another month is gone.

AS I LOOK at Mr. Wald Zachrisson's "Boktryckeri Kalendern, 1921," a new ambition is born in me. I must learn to read Swedish before I die so that my curiosity will be satisfied about the beautiful pages of



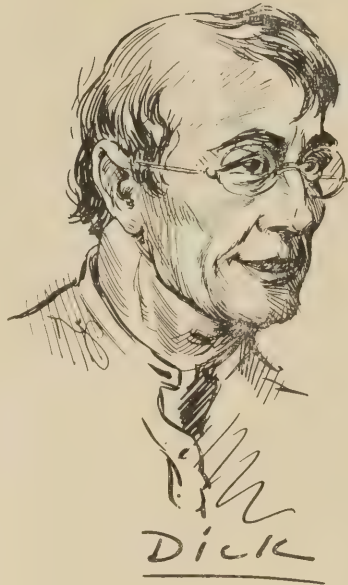
Bogudmykning i incunabeltidens stil, med randliste og initial tæt til teksten

A page of illustration from the "Boktryckeri Kalendern, 1921."

this book which are printed in the universal language—illustration, and explained in the Swedish text.

This 1921 edition is Mr. Zachrisson's sixteenth volume. Those of you who know of the pleasant habit which President Warren Gamaliel Harding has contracted of autographing photographs of himself, will be interested

If Wishes Were Airplanes



IF I could wish my dog Toby and me into the cockpit of a flying machine and order the pilot in the way my boss orders a taxicab driver, we would start out on a tour of the country that would reach from one end of the United States to the other. We would make about thirty-five stops—each one to meet a new friend who has come to us through the pages of this magazine.

They have written us from East and West and North and South, from little towns and big towns—all interested in an old-new style of house organ—the kind Ben Franklin issued in the eighteenth century—the kind which, for Ben, attained a circulation of ten thousand and made him more loved than did all of his inventions and all of his acts as a statesman. Ever since *Poor Richard's Almanack* made Ben famous, he has been the patron saint of the printing industry.

No one will ever write another house organ like that one. But there are those who may follow in his footsteps and try to make a house-organ as different from those in general circulation today, as the *Almanack* was different from other advertising matter in the eighteenth century.

That's what I am trying to do, and I would like to do it for you. The artist who made me smile by drawing this pen sketch of me, will illustrate the copy for you, and the copy and cuts together will cost you less than the services of an office boy.

"Clipping coupons" is a rich man's sport. But here is one you can't afford not to clip.

(Send me home. I hear Dick calling!)

Poor Dick,
Ben Franklin Monthly,
440 S. Dearborn St.,
Chicago.

Dear Dick:

You've made me curious. Let's take a look at your copy and pictures. But darned if I'll buy them in case they don't look good to me.

Name.....

Address.....

to learn that the second illustration in the book is one of these famous autographed pictures, which Mr. Harding sent to Mr. Zachrisson, followed by a chapter on "The Printer in the White House."

There are several chapters on English and American printing, one of especial interest to private press enthusiasts showing pages of the types used by the most important English private presses.

I was about to write, "The pages are easy to read—" but that would be a rank untruth in me, for I cannot read them at all (except these specimen pages of English types, which come along as a delightful surprise to one who has thumbed through a hundred pages cursing school days in which there was no training in Swedish). What is doubtless true is that the pages would be easy to read if one read Swedish, for the type has a good, simple, rather bold face. An honest type face, I would call it, and the pages are beautifully made up with very pleasing initial letters in orange at the beginning of each chapter.

There is a heavily illustrated chapter about the Curtis Publishing Company at Philadelphia, and another about the Roycrofters.

The man who is responsible for the work, Wald Zachrisson, is the most important employing printer in Sweden, with a large, up-to-date printing establishment in Gothenburg, and offices in Stockholm and Malmo.

—R. O. B.

The Need of Getting Closer Together

By Thomas E. Donnelley *

LET me emphasize to you the necessity for our getting closer together on technical problems. We had been buying for some years a certain grade of coated paper from a certain mill, and we were constantly having printing troubles. We would get an ink which we thought would run perfectly on that paper, and it would run for a few months and the new order would come in and we would have the whole trouble over again. It sometimes takes two or three days at a cost of from \$25.00 to \$75.00 to find inks to go on certain papers. I sent our chemist up to that mill, and this is what he found; that in making the coating or in mixing the coating, there were three chemicals they could use interchangeably for the same purpose, and this mill was in the habit of buying that chemical at that time which was the lowest. It made a beautiful looking paper but every one of those chemicals had an entirely different affinity for ink. The superintendent at the mill said, "It is the first time I ever knew it made any difference whatsoever," and I suppose there were hundreds of printers around the country cursing that mill out about that very thing.

We have a lithographing department. We put a job on with paper that we have been using for a long time from a certain mill, and after five or six hundred impressions the transfer was gone. Our foreman came down and said, "There is acid in the paper." The paper salesman said there could be no such thing, the paper maker or merchant said there could be no such thing, but several months afterwards the superintendent of that mill was down on some other troubles, and he admitted that they had used more alum in that paper at that time than they did before, and they didn't suppose that it made any difference whatsoever.

I have named those things just to show you how a closer co-operation between the printer and the merchant and the manufacturer, who I think ought to be brought in every time, would greatly aid in taking away or minimizing our troubles.

* Extract from an address delivered at the fall business conference of the American Paper and Pulp Association.



Building a Printing Business



Under the above generic title a series of TWELVE booklets is being issued to the printing craft of America, by The American Writing Paper Company, through the United Typothetae of America. The sub-titles of the first EIGHT follow:

1. *What We Work For*
2. *Looking Down Main Street*
3. *The Field for Skill and Knowledge*
4. *Bonanza*
5. *The Policy—Positive or Negative*
6. *Two Jobs for One, or Doubling the Business*
7. *Printed Salesmanship*
8. *The Cinderella of Advertising—Selling*

There are four booklets yet to come, titles of which will be announced in due course; all of this series are informational, inspirational, positive, and constructive in character and effect.

THE ART OF PRINTED SALESMANSHIP AND THE ART OF SELLING PRINTED SALESMANSHIP

Eight of these Course Lessons, by a nationally known specialist, are ready for distribution, and are briefly outlined as to text as follows:

- LESSON No. 1. *Advertising, Personal Salesmanship, and Printed Salesmanship Classified and Compared*
- LESSON No. 2. *The Great False Premise of the Advertising Situation*
- LESSON No. 3. *The Framework of the Message, with illustrations showing good and bad*
- LESSON No. 4. *The Selling Links of the Great Selling Chain*
- LESSON No. 5. *What Written Salesmanship Is*
- LESSON No. 6. *The Parts of Conviction and Persuasion. The Cause in Buying*
- LESSON No. 7. *The Great Magnet to Which All Humanity Moves. What Selling Is n't*
- LESSON No. 8. *Eleven Classes of Foundational Copy with Eleven Classes of Froth. The Woof and Warp of Sales*

The author, as he proceeds, presents a highly evidential and logical case that PROVES AS IT GOES—and it goes to BED ROCK. Those who master the principles embodied will be master salesmen—masters of PRINTED SALESMANSHIP.

A Course of this character, written exclusively for the printing craft, has so far been both unpurchasable and unattainable. It will speedily be recognized by those who study it, that the service and value given represent large financial

outlay, and have been rendered possible only by organized resources far beyond average reach.

Copies distributed to all printers through U. T. A. local associations, without cost and without price.

The AMERICAN WRITING PAPER COMPANY will deem itself both honored and privileged if the printers of America will accept the fruits of this step in the spirit of helpfulness and goodwill in which it is tendered.

THE AMERICAN WRITING PAPER COMPANY SERVICE DEPARTMENT

JOSEPH A. BORDEN, *Director*

10 SOUTH LA SALLE STREET, CHICAGO, ILL.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

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BEN FRANKLIN PUBLISHING CO.

Phil A. Howard	- - - - -	President and Treasurer
E. P. Howard	- - - - -	Vice-President

CHICAGO
440 S. Dearborn Street
Telephone Harrison 6113

NEW YORK
27 Warren Street
Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month.
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Throwing Stones From a Glass House

AN INNOCENT looking envelope reached us the other day from Albert B. King and Co., printers and lithographers at 45 Warren street, New York City. We opened it calmly enough, but when we removed the contents discovered that we lived in a glass house and had been throwing stones.

The envelope contained a page torn from the February issue of BEN FRANKLIN MONTHLY with the following paragraph marked:

"On one occasion a merchant brought in copy for a bill head. 'I suppose you want your name properly spelled?' he was asked. 'There's only one t in your name on this old sample, and you spell it with two t's, don't you?' He did, and yet he had used over a thousand of the bill heads with his name *speeled* wrong, and had never known it! Unbelievable? Not at all. Such things are encountered every day, and show how unobservant even intelligent people may be. Some persons are grateful for having errors pointed out, while others regard it as a personal affront."

On the margin of the sheet was written, "In New York we spell it 'spelled.' 'Remove the mote, etc.'"

We are saved from utter chagrin by the statement of the article's author. "Such things are encountered every day and show how unobservant even intelligent people may be!"

Wasting the Contents of the Waste Basket

WHEN you open the morning's mail, what do you do with the pieces of direct mail advertising in it? You are busy. There are letters to be read, orders to be acknowledged, rush jobs to be watched. You may be interested in some of the things brought to your attention by broadsides, folders, cards, and whatnot, but you are more interested in what ought to be happening in your shop, and so, ten to one, most of the advertising pieces go into the waste basket after a casual glance at them.

Even in that casual glance, be it said in fairness to this method of advertising, you may have received the impression which the authors of the pieces counted upon when they created them. Perhaps your glance resulted in a mental note which will be an asset to the advertisers when you are next in need of their product. But if that is the only impression which these carefully thought out pieces of work made in your mind, you have sacrificed

an opportunity. You are wasting the contents of your waste basket.

For every piece of direct mail advertising, good or bad, has an idea in it. If the idea is good, it should make an impression on your mind which will never be forgotten when you are thinking of your own advertising or talking over the advertising problems of your customers.

A successful merchant is quoted in the *Sabean* as attributing much of his success to what he called "waste-basket" material.

"I early formed the habit of rescuing printed matter from the waste basket," he writes, "and in getting all that I could from it. I used to pack an armful of that stuff up to my room every day or two and I spent my evenings going over it. If I found something that we could use in our business, some plan of presenting sales arguments that was new, some novel way to quote prices, or found places where we could save money in ordering supplies for the office, I made a note of it and carefully filed the useful matter away in my bureau drawer.

"Mind you, I was not an executive in the business then, merely a clerk with a passion for reading business literature. I've never gotten over that habit. I've kept it up all my life. The clerk opening the morning mail is instructed to place all of this matter in a wire tray and send it to my desk every day. I chuck it into the brief case and when I go home at night, it goes with me. Then, after dinner, I can think of no greater pleasure than to sit down with a good cigar and run over the matter. And the funny thing is that you strike pay dirt mighty often.

"I know a traveling salesman for a well-known Chicago house. He covers Iowa for this firm and if I were to mention its name, it would be instantly familiar to you, regardless of your business; if I were to mention his name, many of you would know him. He is the most persistent follower of what's going on that I have ever run across in the traveling salesman class. He doesn't depend for his information on the word-of-mouth route that so many salesmen use. He gets it first hand. He keeps his name on the mailing list of as many successful concerns as is possible. He has his matter sent to his home and every week-end he finds something new waiting for him. He imparts what he learns to his trade. He is the most popular man by far with the trade in his territory, because he always has a money-making suggestion to make when he comes around."

Of all business men whose heads should be crammed full of practical direct mail advertising ideas, the printer, who produces direct mail advertising, is in the lead. If your waste basket is receiving pieces of printed matter before they have been carefully examined not only for contents of interest to you but also for advertising ideas of dollars and cents value to you, it is in every sense living up to his name, for it is the repository of wasted opportunity.

The Printer Who Could Not See Things

ONCE there was a small town printer, in the fable told by *Canadaink*, who was back at night for a while setting up a few little things and trying to cut down the wages. He was having tough going, as his plant was worn out and his credit N. G. Old man Opportunity was taking a jaunt through the burg, and seeing the glare in the print shop came across the road and spoke to the printer in a quiet way: "Good evening, Sir, don't you know me?" "No," said the Crusty Printer, "and I don't want to know

ROSBACK INK DISTRIBUTOR

*Applied to Chandler & Price Presses
Either With or Without Miller Feeder*

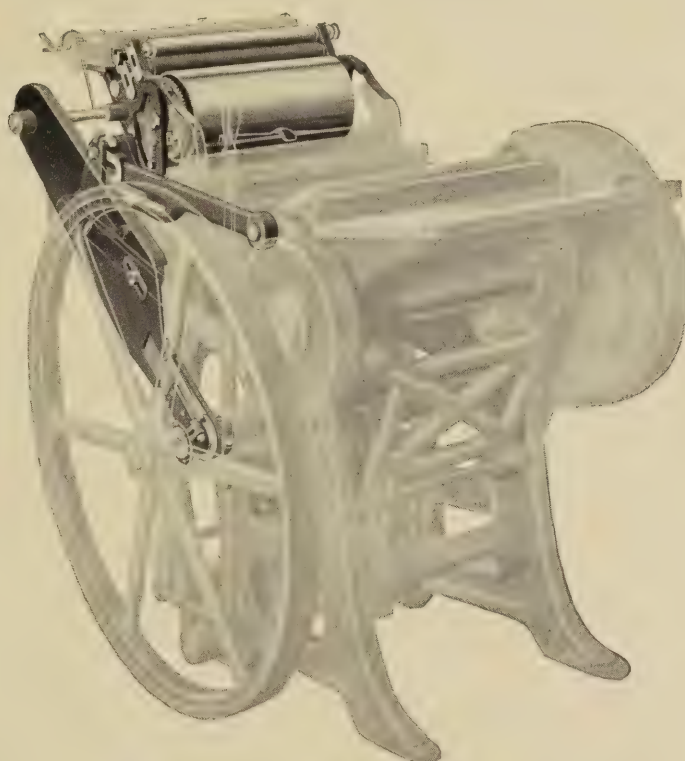
Perfect Distribution

Easy to Operate
Easy to Clean

No Holes
to Drill

Can Be Put on
in Thirty Minutes
by Pressman

Absolutely
Noiseless



Distribution equal
to a cylinder press.

With this
attachment the
Chandler & Price
press will produce
quality equal to
any press on earth.

Does not retard
speed of press.

Does not require
any more power
and cannot get
out of order.

BUILT FOR THE 10x15 AND 12x18 SIZES

THE Rosback Ink Distributor consists of a vibrating cylinder, two composition rollers and a composition ductor roller with two steel vibrating rollers. The ink is thoroughly distributed before it reaches the form rollers and may be controlled so as to give more or less ink as may be required to any part of the form, which is impossible with a revolving disc.

MANUFACTURED AND SOLD ONLY BY

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

Manufacturers of Angle Round-Hole Rotary Perforators, Slot Rotary Perforators, Multiplex Check Perforators, Straight-Line Perforators (from 10 to 30 inches)—Wire Stitchers—Automatic Index Cutters—Punching Machines—Confetti Machines

Try this Rugged Cover for Well-printed Catalogs

YOU feel safe when your fine catalogs are enclosed in **PENINSULAR-GIBRALTAR COVER**. You know that this long-wearing stock will carry your book anywhere—will keep it presentable while traveling—and will preserve its impressive appearance after long, hard wear.

For this sheet is made purposely to withstand hard knocks, though it is produced in very attractive ripple finishes, as well as antique and crash weaves.

These responsible paper merchants can show you the wide range of colors, finishes and weights and can help you select the particular sheet that fits your needs. Careful buyers ask for

Gibraltar Cover

Gibraltar Agents Are:

Hudson Valley Paper Company.....	Albany, N. Y.
B. F. Bond Paper Co.....	Baltimore
Stone & Andrew, Inc.....	Boston
Bradner Smith & Co.....	Chicago
Chope-Stevens Paper Company.....	Detroit
Peyton Paper Co.....	Duluth
Dwight Bros. Paper Co.....	Grand Rapids, Mich.
Birmingham & Prosser Co.....	Kalamazoo, Mich.
Missouri-Interstate Paper Co.....	Kansas City, Mo.
The Paper Supply Co.....	Minneapolis
J. E. Linde Paper Co.....	Newark, N. J.
J. E. Linde Paper Co.....	New York City
A. S. Datz & Son.....	Philadelphia
Irwin Paper Co.....	Quincy, Ill.
M. J. Earl.....	Reading, Pa.
R. M. Myers & Co.....	Rochester, N. Y.
Mississippi Valley Paper Co.....	St. Louis
St. Louis Paper Co.....	St. Louis
Alling Paper Co.....	San Antonio, Texas
Standard Paper Co.....	Tacoma
Central Topeka Paper Company.....	Topeka
B. F. Bond Paper Co.....	Washington
McFarlane, Son & Hodgson, Ltd.....	Montreal
The Lindenmeyr & Johnson Paper Co., Ltd.	
.....	London, England

Peninsular Paper Co.
YPSILANTI, MICH.
Makers of Uncommon Cover Papers



you. I don't want to know anybody. I'm all in, and I'm sick of this dump. I'm behind with my bills and the type foundry has a mortgage on the plant—and though I'm paying more for everything I use, the darn fool merchants say they cannot afford to pay me better prices for their printing."

And Opportunity, smiling gently in pity, went away and did not return.

What Is Your Name? What Is Your Address?

IF THE above information appeared in the upper left corner of every envelope sent out, the dead letter office, costing the taxpayers of the country millions of dollars a year, would go out of business. The return address on the envelope enables the post office to return a letter at once if the sender makes a mistake.

Business men do not often fail to put their names upon the envelope; but they do sometimes fail to give their complete address. They could greatly increase the efficiency of the service by putting the street and number, and room number, upon all of their envelopes, and better still, also upon the stationery, so that their correspondents might always use the complete address in writing them.

Chicago mail is distributed directly to the carriers on mail trains coming into Chicago, according to Postmaster Arthur C. Lueder, but there are at least 50,000 letters a day that are delayed in delivery because the complete address does not appear upon the envelope, and the railway mail clerks are not familiar with the locations of the firms. They tie out this class of mail in packages labeled "No Street Number," and such mail is held over for distribution by the experts in the Chicago office. This frequently means that a letter which, if properly addressed, would be delivered on the first morning delivery, is sometimes not delivered until the afternoon or later.

A Tip For Busy Business Fathers

WHAT are the most worth-while things in life? Surely, among them must be classed one's children. Neglect of their growing children by tremendously busy men is notorious. While talking the other day with a man who has come to the front extraordinarily in the financial world during recent years, he remarked to me: "I always take my holidays when my boy gets his school holidays. I take off a week or ten days around Christmas and also at Easter. Then I always take my summer vacation when he is having his holidays and spend most of the time in his company. I enjoy it and I rather think he enjoys it. We're the very best of pals."

Now, there are few men in America who do more business or do it more successfully than this man. He actively directs one of the very largest organizations of its kind in the United States. Starting at the bottom, he has built up a remarkable reputation. If he has found it possible to spend so much time with his family, why would it not be possible for other busy men to arrange to spend at least a reasonable amount of time with their children, particularly their growing sons?

After all, is there any better form of investment than investing time and thought and consideration in bringing up one's own flesh and blood? That it can be done without interfering in any way with one's success in business, this man has convincingly demonstrated.

—Ben Franklin Witness—Franklin Typothetae of Cincinnati.



waste paper

Hitting The Ball

HITTING the ball" applies to the waste paper game as well as to baseball. Just as Babe Ruth stands at the front as a specialist in his profession, so *Mendelson* stands at the top as a specialist in waste paper.

Keeping our eye on the ball, keeping in good form at all times, being able to deliver regularly as well as in a pinch—these are qualities that have made the name "*Mendelson*" popular to the printing fraternity when waste paper is mentioned.

Make reservations now by calling Harrison 2840 or 5557.

MOTOR TRUCK SERVICE

Established 1885

MENDELSON
Bros. Paper Stock Company

General Offices:
910 S. Michigan Boulevard
CHICAGO

COPYRIGHT 1977
M.B.P.S. CO.

WHAT THE HOUSE ORGANS ARE PLAYING

Giambattista Bodoni

THE advent of Giambattista Bodoni came when printing was in a low state of decline. Born in 1740, at Saluzzo, he early entered his father's little shop. Soon he was recognized locally as a designer of promise. At the age of nineteen he visited Sacra Congregazione de Propaganda Fide, a publishing house in Rome established by the Pope of the century before, where his talents and enthusiasm became so apparent that he was promptly appointed assistant to the manager. Thus, we find Bodoni, the youth, enjoying the congenial atmosphere of fine editions in course of preparation—and making the most of his advantages. He cut his types with a small chisel-shaped tool. When drawn up or down, it rendered a broad line in the direction of the broad face of the nib, and a thin line when drawn crossways of the thin edge. Dignified, hard, cold, mechanical, are Bodoni's types, yet for legibility, sheer beauty, and classic brilliance, they arrest the attention of even the most discriminating buyers of printing.—*Better Advertising—Ben C. Pittsford Co., Chicago.*

BODONI

Giambattista Bodoni types are unusually brilliant. His roman has long ascenders, and descenders, sharp hair lines, flat serifs, and thick body marks. His italics are broad and graceful. All are brave, trying combinations

E. E. BARTLETT

The above is an exact typographic reproduction of the first page of a Bodoni insert in Ben C. Pittsford's Better Advertising. The insert is one of a series. In the original the border of the first page is in color. The paragraph above is from page two of the same insert.

"Fate Used Me Meanly"

FATE used me meanly and I looked at her and laughed. That none might know how bitter was the cup I quaffed;

Along came Joy and paused beside me where I sat, Saying "I came to see what you were laughing at."

—*Live! Love! Laugh!—News Dispatch Printing & Audit Co., Shawnee, Okla.*

Beauty as an Aid to Business

THE printing business is a pleasant one. We like it not only because it means our living and largely our hopes of getting ahead in the world, but because it means contact with beauty. Men once despised that word. Finding that it could be harnessed to business and profits, however, their prejudice changed to admiration.

Beautifully printed pages get an entree with the prospect, which makes it easy for good copy to finish the sale. Beauty in printing is a subtle voice which says that you have your heart in the thing you have for sale—or the service which you have to render. It gives dignity; it commands respect.

Form is not everything, of course, but as an aid in bringing home the needful, it is a faithful servant which no user of direct mail advertising should neglect.

—*The Printer's Devil—Long-Johnson Printing Co., Jackson, Tenn.*

"How Shall I Advertise?"

PROBABLY every printer who reads these lines will agree that we of the fraternity should all advertise. It's just as absurd for a printer not to develop his sales field by means of advertising as it is for a cobbler to let his children go barefoot!

But the vexing question, in most cases, is not "Shall I advertise?" but "*How* shall I advertise?" Therefore, in the hope that they may help in the solving of this problem, we venture to offer a few suggestions.

First of all, a printer's advertising should consist of accurate samples of the kind of service that he is prepared to furnish to his customers. That is, it should be of the direct-by-mail variety, and every mailing piece ought to be planned not only as an advertisement, but as a sample. The printer whose outlet is sufficiently broad may, of course, use newspaper space, too. But he is the exception; and we are speaking to the fraternity at large.

By "accurate samples" we mean just that! If yours is a small shop, if your equipment consists of platens only, send out a variety of folders, blotters, letters, mailing cards and the like, of such size and quality as you are equipped to produce for your customers. If you specialize on office forms or on envelope stuffers, let the copy emphasize that fact; and let the various mailings lean toward your specialty, in physical form.

The larger plant, of course, will use larger and more elaborate mailing pieces. These, too, will be representative of the product and service of the plant. The printer who specializes on the production of direct advertising pieces will send out folders, brochures, broadsides, booklets. The really big plant will need "de luxe" pieces, to do justice to the quality of their service and the extent

of their equipment; and such a plant, too, will do well to give consideration to the house organ. The house organ unquestionably is the best all-around advertising medium for the printing establishment; used, generally, in combination with assorted direct advertising mailings that comprise samples of the printer's product.

And, above all, keep everlastingly at it! Send out your sales messages regularly. Make the monthly advertising piece a "rush" job, even though occasionally you have to side-track other work that seems more important!

For there's nothing more important to you, Mr. Printer, than the development of your own sales field.

—*The Standard*—*Standard Typesetting Co., Chicago.*

Brush Stuff

A BARE expanse of wall rose high above the city street. Perched on a lower rung of his bedaubed ladder, the painter wielded his brush with wide sweeps, leaving behind a glistening white expanse. He finished his work, and prepared to go home.

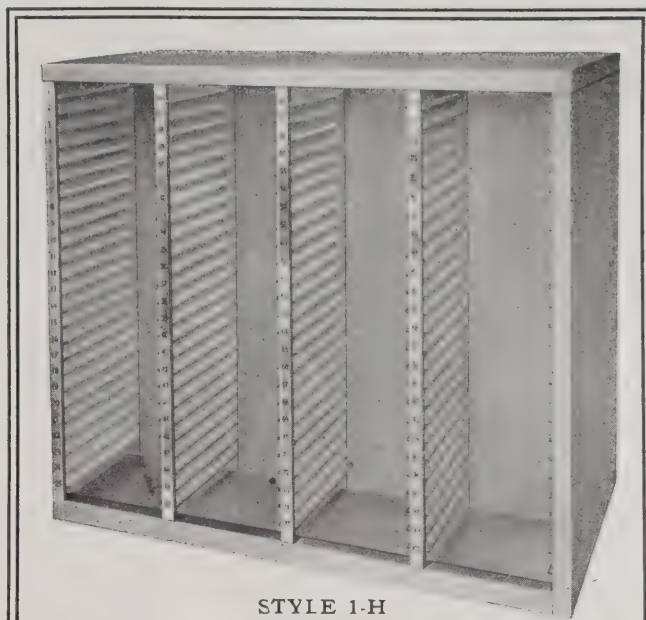
Behind the wall sat Mademoiselle before her boudoir mirror. Like her fellow craftsman, she plied with wide sweeps a fluffy puff, dipping frequently into one or another of the various tiny boxes upon her dressing table. She finished her work, and prepared to go out.

"Save the surface, and you save all!"

—*The Imp*—*Hugh-Stevens Printing & Stationery Co., Jefferson City, Mo.*

In 1920 there were 1653 paper machines in operation in the United States. In 1921 there were 1706, and 1922 there will be at least 1710 machines.

—*Proofs*—*Neely Printing Co., Chicago.*



STYLE 1-H

GALLEY STORAGE CABINETS

These Cabinets save space, time and money. Built in tiers holding any size galley up to 12x18 inches, 25 galleys to a tier, or more if desired. Finished in enamel, dark green, baked on. Brass number plates on each slide.

We build anything in steel for the composing room.

Write or phone us for prices

CHICAGO METAL MFG. CO.
216 West Ontario Street CHICAGO

*Linotyping
Monotyping
Type in Cases
Makeup, Lockup
Leads and Slugs
Quads and Spaces
Rules and Borders
Day and Night
Auto Delivery*

Kilgore Linotyping Co.

531-532-533 Hearst Building

Market and Madison Streets

Chicago

Telephone Franklin 3091



FRANKLIN PRINTERS SERVICE

A WEEKLY inspiration to the printer or publisher looking for more business at a profit. There is nothing else just like it.

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah

UNITED STATES AT LARGE

B. J. Goulding, manager of the works of Linotype & Machinery, Ltd., at Altrincham, Cheshire, England, arrived in New York City January 31, aboard the steamer Carmania, for six weeks' business visit in the United States and Canada.



B. J. GOULDING

The greater part of Mr. Goulding's stay has been spent at the headquarters of the Mergenthaler Linotype Co., in Brooklyn, where he has familiarized himself with the most recent American conditions. Before sailing for England about the middle of March he plans to visit Battle Creek, Mich., and expects to spend some time at the Chicago agency of the makers of the linotype, and at the Toronto headquarters of Canadian Linotype, Ltd.

When questioned regarding the business outlook in England at present, Mr. Goulding stated that conditions seemed to be steadily improving. "Just before I left England," he said, "we increased our working force at the Altrincham plant."

John T. Hoyle, for five years Professor of Advertising and Editorial Studies at the Carnegie Institute of Technology, Pittsburgh, and for the last two years head of its Department of Printing and Publishing, has been made Educational Director of the Industrial and Educational Publishing Company of Canada, with headquarters at Gardenvale, Quebec.

Senator Holland S. Duell of Westchester, on behalf of the New York Board of Trade and Transportation, introduced a measure in the legislature on February 1, providing for arbitration of industrial disputes through the state labor department and the supreme court.

The act provides for the convening, when required, of a new term of the supreme court, which is called the industrial relations term of the supreme court. Such term may be convened by the governor upon request, or upon his own initiative. It consists of three judges of the supreme court designated by the governor.

The industrial relations term would have the same jurisdiction and powers of other terms of the supreme court, those of an appellate term, and in addition thereto, all the powers conferred by this act.

The Commercial Printers, Inc., opened for business during February at 212 North Main street, Winston-Salem, N. C., in the building formerly occupied by J. Frank Bland, dealer in musical instruments. The company has been incorporated under the laws of the State of North Carolina with \$20,000 authorized capital. William T. Bradford is president; E. L. Sandefur, vice-president; and J. H. Gilley, secretary and treasurer. Allison A. James of Owens Drug Store is a stockholder in the enterprise.

The equipment will be modern and ample to take care of a large volume of business. A model 14 linotype machine has been installed. A Babcock cylinder press is another important part of the machinery. Miller automatic job presses will be employed.

The name of the Premier Printing Company, Inc., New York, has been changed to the Barr-Erhardt Press, Inc. Allan A. Barr will continue as president and production manager. John Erhardt, for the last eleven years in charge of manufacturing for the McGraw-Hill Book Company, Inc., will be secretary-treasurer, in charge of sales.

The United Typothetae has announced that single volumes of the U. T. A. Typographic library may now be purchased. The original intention of the committee on education was to sell the library only as a whole.

A new engraving concern, known as the Art-Crafts Engraving Co., 120 Opera Place, Cincinnati, Ohio, has been organized and is now doing business. The members of the firm are Messrs. J. H. Borcharding, H. F. Zeh and Wm. E. Borcharding.

Mr. R. A. Crockett, formerly connected with the Proctor & Collier Co., has been admitted to membership in the firm of Johnson & Hardin of Cincinnati.

The regular February meeting of the Columbus Typothetae was held on Monday, February 13 at 6 P. M. at the Chittenden Hotel.

Arthur Crawley, 62, President of the Crawley Book Machinery Co., Newport, Ohio, died at his home in St. Petersburg, Fla., on February 1.

Walter H. Savory, personal representative for the vice-president and general manager of the Mergenthaler Linotype Company, left New York City February 6 for an extended business trip in the East, Middle West and South. Mr. Savory's itinerary includes several of the larger cities east of Chicago, and he plans to spend some time at the Chicago and New Orleans agencies of the Company.

Colin G. Girvan, who has been connected with the paper industry in the East for some time, has announced the formation of a new printing firm in New York, at 342 Madison avenue. The name of the firm is Knight, Albert and Clark, inc.

Henry Frank has taken over the business of Frank and Tichenor at 39 E. 20th street, New York. Mr. Frank and Frank H. Tichenor had been associated in the printing business for thirty-four years.

President Warren G. Harding has been re-elected chairman of the board of directors of the Harding Publishing Company, Marion, Ohio, which issues the Marion Star and does job printing.

Other directors elected are: George Van Fleet, James C. Woods, Henry R. Schaffner and George E. McCormick. Mr. Van Fleet was chosen president and general manager; Mr. Woods, vice-president and Mr. Schaffner, secretary and treasurer.

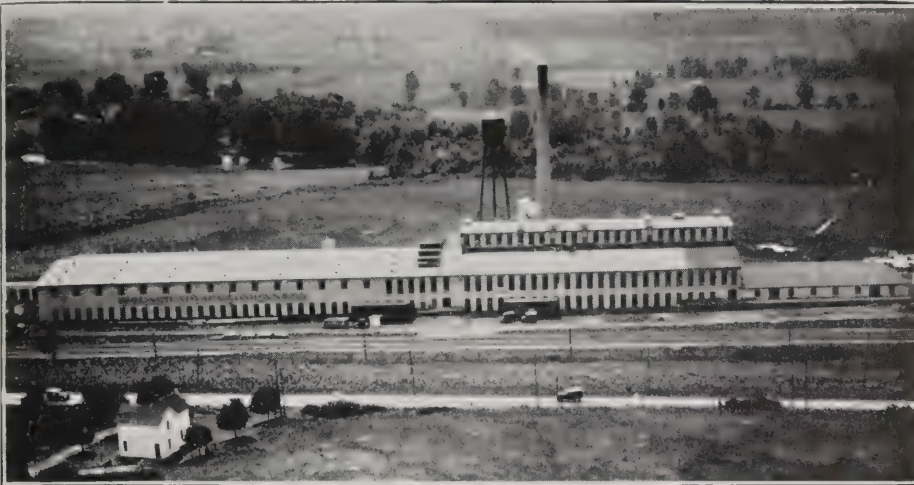
WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO. PRINTERS' ROLLERS and Tablet Composition Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.



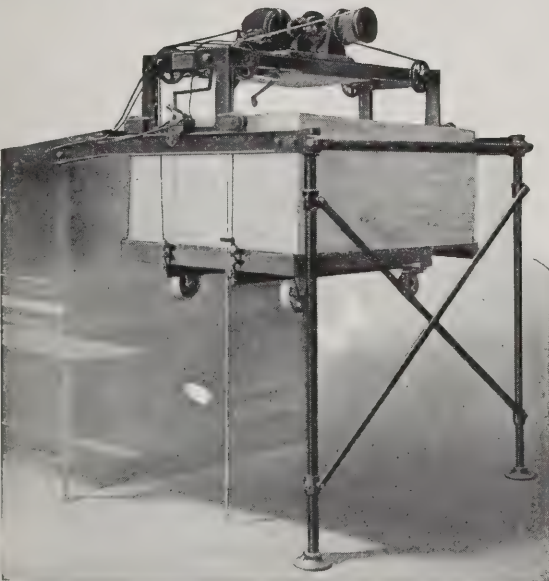
*This is the home
of the Rex Paper
Company,
Kalamazoo,
Mich., Makers
of fine printing
papers, as seen
from an
airplane*

Pride of workmanship makes the Rex quality so apparent in all printing papers the Rex Paper Company produces. Each paper maker in the above mill is proud to be associated with the Rex Company for each knows only the best of everything is used in the manufacture of Rex papers and Rex quality—his individual workmanship—will be recognized by any user of Rex papers any place.

Rex Paper Company, Kalamazoo, Mich.

Manufacturers of OFFSET AND COATED PAPERS

Reduce Lost Time in the Pressroom



EVERY time a feeder climbs down from his press to get a new "lift" of stock, the press stops. Quite often it stops longer than is really necessary, as experience has shown, while he passes the time of day with some neighbor feeder. With a

ROUSE PAPER LIFT

he does not need to climb down—the stock is above the feedboard almost within his reach.

How to cut that waste is told in an attractive booklet, "Rouse Handling vs. Man Handling," which is sent free on request to

H. B. ROUSE & COMPANY

2214 Ward Street, Chicago

For what is believed to be the first time in the history of industrial disputes in the United States, an injunction has been secured by workers against their employers preventing the latter from violating the working contract between them. Justice Wagner of the New York State Supreme Court, on January 11, 1921, issued a mandatory order upon the New York Cloak, Suit and Skirt Manufacturers Association to abrogate their lockout order against the International Ladies' Garment Workers' Union.

Dr. J. S. Montgomery acting as arbitrator between the Closed Shop Division, Typothetae of Washington, D. C., and the Printing Pressmen's Union handed down a decision on January 21, 1922, granting a reduction of five per cent in wages from the previous scale. This reduction applies to both pressmen and feeders and took effect on the date of the decision. Dr. Montgomery said in his decision, "The last six months have not only shown a tendency but have witnessed a material decrease in the cost of living. Also in all lines of trade our competitive business life has surely tightened all lines of industry. We are now just passing through the aftermath of the world war and it is incumbent upon all citizens to do their share in stabilizing the present unsettled conditions and in bringing back to life a nation-wide prosperity. Therefore in view of all the facts presented and with a thorough consideration of the prevailing business conditions, it is my firm conviction that there should be a small decrease in the basic wage scale of \$40.00 per week and I recommend a reduction of 5 per cent."

Mr. R. T. Porte, president of the Porte Publishing Company, Salt Lake City,

Utah, has just returned from a very pleasant business trip throughout the East, stopping in the following cities: Chicago, Indianapolis, Louisville, Cincinnati and Kansas City.

Herbert S. Houston, advertising man, publisher and journalist, who, after a connection of twenty-one years left the firm of Doubleday Page last November, has again entered the business field as head of the Houston Publishing Company, at 9 E. Thirty-seventh street, New York City. The firm will publish two new international magazines, the *New World* and *Foreign Fiction*.

George H. Reynolds, who has been circulation manager of the New Bedford, Mass., *Standard* for more than thirty years, has purchased the *Standard* and Mercury job printing plants at New Bedford. The two plants will be combined and operated under the name of George H. Reynolds. Both will continue in operation for a month or more in the same quarters in the Standard and Mercury Buildings, until printing now in process is completed, when Mr. Reynolds will transfer the equipment of the Standard Building to the Mercury plant which he has leased.

Friends from all over the country have expressed their sympathy to J. Linton Engle, president of the United Typothetae of America, in the death of his mother. Mrs. Engle died February 3rd following a partial stroke of paralysis. Those who know the big heart of Mr. Engle can partially appreciate what his loss means to him.

A Cost System as designed for the American Photo Engravers' Association, by the U. T. A. Accounting Bureau, has been accepted by the Cost Committee of the A. P. E. A., and copy of the forms and treatise is now in the hands of the printer.

The Echols Printing Company of Ardmore, Okla., which was sold recently to Richard Brown and moved from the Ardmoreite Building on Mill street to the Harold Wallace Building on North Washington, has resumed business under the name of the Brown Printing Company.

George L. Berry of Rogersville, Tenn., president of the International Printing Pressmen and Assistants' Union of North America, has sent a telegram to President Harding protesting "in behalf of the 600,000 printing trades workers and associated organizations and acting under their direction" against the suggestion of Secretary of the Treasury Mellon for a further increase in second class postage.

Clegg, McFee & Co., engravers, formerly in the Power Building, Cincinnati, have moved to 305 Walnut street, in that city.

The partnership of Arnold & Riedel has been dissolved, Mr. Riedel withdrawing, and the firm is now known as Earl D. Arnold Printing Co., 141 E. Third street, Cincinnati.

Mr. Robert Hilton, formerly with the Ault & Wiborg Company, has been engaged temporarily as advisor and consulting chemist, by the United States Printing & Lithographing Company.

THE "S" IN BLOTTING'S

IS A REMINDER OF THE BEST
BLOTTING PAPER PROCURABLE

WHEN YOU BUY BLOTTING'S DEMAND

"STANDARD"

WHICH GIVES

"MORE MENTAL IMPRESSIONS FROM EACH
PRINTING IMPRESSION"

ASK YOUR JOBBER FOR SAMPLES

STANDARD PAPER MFG. COMPANY
RICHMOND, VA.

OUR COPYRIGHTED BRANDS ARE

"STANDARD" IMPERIAL "STERLING" "UNITED STATES"
AND "ROYAL WORCESTER" (ENAMELED)

A Printer Is as Good as His Equipment Plus His Organization



One of the largest and most completely equipped printing plants in the United States

Our Equipment includes the latest and most efficient time-saving machinery—Linotypes, Monotypes, Color and U. P. M. Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

Our Organization is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

Our Plant is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

Our up-to-date labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus, we are right on **Quality, Delivery and Price!**

In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy-writers, and everything else necessary to the promotion, preparation, printing and mailing of your catalogue or publication.

SPECIALISTS IN THE ART OF CATALOGUE and PUBLICATION PRINTING FOR MORE THAN THIRTY YEARS

Business methods and financial standing the highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

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Formerly ROGERS & HALL CO.

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W. E. FREELAND, Sec. and Treas.
H. J. WHITCOMB, 2nd Vice Pres.
City and Country Publication Sales
F. MACOOMB, City Catalogue Sales
A. R. SCHULZ, Country Catalogue Sales
B. T. DERNIER, Supt. of Production

D. M. A. A. Selects New Emblem

Here is the new emblem of the Direct Mail Advertising Association, chosen as the official mark of the body after a nation-wide contest in which several hundred people participated.



The winner of the contest was Mr. Hugo Neumann of the firm, Kitson & Neumann, Artists, at Springfield, Mass. Mr. Neumann's design was selected because, in the opinion of the judges, it best symbolized the idea of the Direct Mail Advertising Association, the Truth Emblem being the embodiment of the highest ideals of the organization, and the postage stamp representing the mails as a direct messenger. The general form and size of the postage stamp was followed.

Porte Announces Advertising Series

An interesting series of imitation woodcuts has been prepared by the Porte Publishing Co. of Salt Lake City, Utah, for the use of Franklin Price List subscribers. The drawings and appropriate advertising copy for direct mail pieces form a booklet called "Art in Advertising for Printers," in which the woodcuts, "Series H," are announced.

Several of the pen and ink drawings are from old masterpieces, and all are much superior to the average run of stock advertising electros. We are reproducing one of them—a copy of Millet's painting, "The Gleaners."



THE GLEANERS—ONE OF THE NEW PORTE ADVERTISING ILLUSTRATIONS



LINOTYPE CLASS, DENTON, TEXAS

Something for Printers' Wives to Worry About

Can you imagine a mortal man actually receiving legal tender for teaching the linotype to a class of such good-looking young women?

The sixteen unusual apprentice-operators shown here form the present class in linotyping at the College of Industrial Arts, Denton, Texas. The fact that many women have made good at the linotype keyboard in newspaper and job-printing plants throughout the country, that the work is congenial and the pay unusually good, is attracting more and more intelligent young women to the linotype, and the college at Denton is getting more applications than it can care for. A waiting list of thirty is on file in its linotype department.

The linotype course at the College of Industrial Arts is in charge of L. Rives Woodson, an instructor of much practical experience. The department's machine equipment consists of three linotypes—a Model 1, a Model 8 and a Model 14. Not only are the young women taught to operate the keyboard, but are made familiar with the most approved ways of producing all kinds.

Quantity of Ink for a Circle

To ascertain the quantity of ink necessary for printing a circle, first find the area of the circle by multiplying the square of the diameter by 0.7854; or, the square of the radius by 3.1416; or, the square of the circumference by 0.07958. Turn then to the Black Ink Schedule in the Estimating Section, take the makeready ink from the column for size of press used and the ink for running per thousand from the column whose size of sheet is nearest the area of the circle. For instance, to run a circle of 85 square inches on a sheet 12x18 inches, the ink for makeready would be found under the size 13x19 inches; the ink for running would be found under the 8½x11 size. If the printed circle is concentric to one not printed find the area of each and deduct that of the blank circle from the area of the printed one.—*Typothetae Standard Guide.*

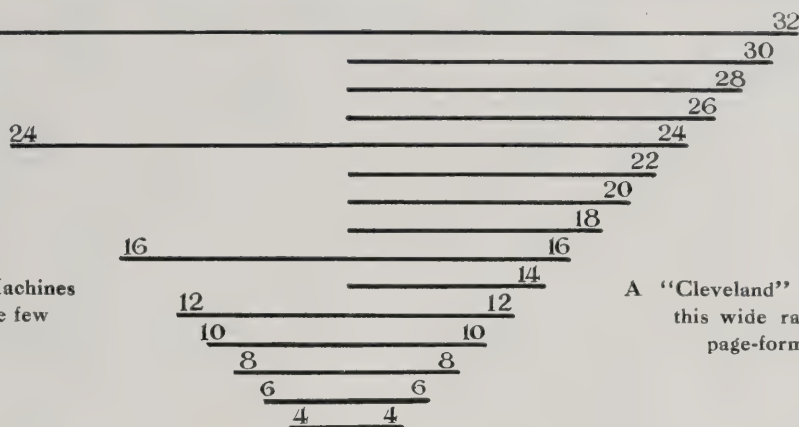
The Graphic Arts Association of Oklahoma City have put into effect a radical method of collecting dues, putting the payment of dues on the same basis as heat, light and water, in that members must pay up by the 10th or be subject to a 10 per cent addition, and if not paid by the last day of the month they are to be suspended.

Mr. Charles E. Salmon, who for many years has been identified with the printing trade as a roller and ink representative, has become associated with the Rapid Roller Company, manufacturers of high grade printers' rollers.

At a meeting in New York last month, Ogden T. McClurg, president of A. C. McClurg & Co., was elected vice-president and director of the National Association of Book Publishers, which association comprises practically one hundred per cent of the book publishing houses of the United States. It is interesting in this connection to note that the Middle West is now generally recognized as a publishing center.

The Department of Education of the U. T. A. has many requests for competent teachers of printing. Extended teaching experience is not necessary, but it is absolutely necessary that all candidates be printers of good standing in the trade. Vocational record blanks will be sent to such persons as desire to become candidates for teaching positions.

All other Folding Machines
limit you to these few
page-forms.

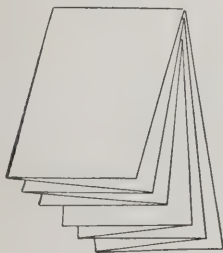


A "Cleveland" gives you
this wide range of
page-forms.

What Should Determine the Number of Pages?

10	E	1	6	3	2
11	E	11	13	10	19
12	A (This side up)	12	16	11	20
13	A	13	18	12	21
14	A	14	20	13	22
15	A	15	22	14	23
16	A	16	24	15	24
17	A	17	26	16	25
18	A	18	28	17	26
19	A	19	30	18	27
20	A	20	32	19	28

Layout of
20-Page Right Angle
Saddle Stitch



A Distinctive
Cleveland Form

WHAT should determine the number of pages in a booklet, catalog, or folder? Cost? Length of copy? Size of type? Number and size of illustrations? Size of page? Mailing weight?

But, if after taking all these things into consideration, suppose you find that your customer can tell his message in a *more* interesting, readable, artistic, and economical manner by using only twenty pages—*then* what determines the number of pages?

Surely, your customer will not appreciate being told that he must cut copy and illustrations to fit a sixteen-page form. And if you base your estimate on a twenty-four-page form, including four unnecessary pages, you may lose the job to some printer who uses Cleveland Folding Machines, because *that* printer can produce a twenty-page booklet.

Now is the time to consider seriously the purchase of a Cleveland Folding Machine. A tremendous volume of Direct Mail Advertising will be placed this year with those printers who can produce *high grade* printed matter at *reasonable* prices. And a Cleveland, more than any other piece of equipment in your plant, will enable you to meet *both* requirements.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

NEW YORK: Aeolian Building

CHICAGO: 532 S. Clark Street

BOSTON: 101 Milk Street

PHILADELPHIA: The Bourse

SAN FRANCISCO: 824 Balfour Building

The manufacture and sale of Cleveland Folding Machines in Canada, New Foundland, and all countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Company, Limited, Toronto, Ontario, Canada.

CANADIAN AND FOREIGN

An extensive collection of printing specimens, papers and office appliances, made one of the most interesting exhibits at the International Industries Fair at Utrecht, Holland, which was held from February 21 to March 3.

A new postage stamp bearing a photograph of an English journalist, now dead, has just been issued by the Bulgarian government. The newspaper man is J. D. Bouchier who represented the *London Times* in the Balkans up to the time of his death at the end of last year.

A long controversy between Italian papermakers and printers over the free importation of newsprint has ended by the imposition of a duty of fifty gold or 240 paper lire per metric ton.

Publishers of the most important Russian newspapers have formed a co-operative organization, or trust. The combine, it is said, will control the administration and distribution of the papers, the owners of which are stockholders in the new super-organization.

An example of the deplorable effect of high postal rates, in England, coupled with the depreciated Continental exchange, comes from Lancashire, where, it is stated, business men are receiving trade catalogues issued by Liverpool firms, but franked with German postage, so avoiding heavy home charges. One Budapest firm offers to print, address and post to British traders 10,000 circulars for £7 14s., whereas the cost in England of postage alone would be £41 13s. 4d.

It is interesting to note that, by a peculiarity in British postal regulations, it is cheaper to mail a letter from Budapest to London than from Lancashire to London.

Major D. C. McLagan, D. S. O., of the Central Council for Economic Information, gave a highly informative address on "Remedies for Industrial Unrest," at St. Bride Printing School, London, on Friday, January 20.

The lecturer presented his subject in an interesting manner, putting forward the suggestion that round-table conferences between employers and employees, not necessarily to settle disputes, but to

give a greater interest in management, would do much to create an atmosphere of confidence, assisting to remove the suspicion under which industry laboured at the present time.

On February 3rd the students of the School gave a musical entertainment, the proceeds of which will go towards the completion of St. Bride Students' Pension Fund.—*British & Colonial Printer and Stationer.*

The South African *Journal of Industries* says that a company is being formed in Natal to undertake the manufacture of wrapping paper from wattle wood and spent bark from the wattle extract mills. A process is reported to have been discovered by which excellent wrapping paper can be made from these materials. It is proposed to make newsprint from wattle bark combined with tambuki grass.

Wholesale paper merchants in Germany are finding it impossible to meet the demand for paper, according to the *Papier Zeitung* of Berlin. The mills are delivering slowly and in insufficient quantities. There is particularly a shortage in bank and typewriting papers and imitation parchments. Mills are accepting only limited orders and are not promising early delivery.

Canadian postal rates on newspapers and periodicals have been increased to a cent and a half a pound. This is the second increase of the newspaper postal rates during the last year in the Dominion.

The average cost of the weekly family budget of food, fuel and rent, in Canada, was \$21.49 at the beginning of December as compared with \$21.60 for November, \$25.87 for a year ago, December, 1920, and \$14.26 for December, 1914. The average cost of the weekly family budget of 29 staple foods for 60 cities was \$11.00 at the beginning of December as compared with \$11.08 for November.

The *Labor Gazette* reports the judgment of the Superior Court of Quebec, District of Montreal, on December 16, 1921, maintaining an injunction granted to a factory owner, H. Rother, against the Montreal local of the International Ladies' Garment Workers' Union. The union was restrained from unlawful picketing, and the recent decision of Chief Justice Taft, of the U. S. Supreme Court, in the American Steel Foundries case, was quoted in defining unlawful picketing. "It is apparent," said Justice MacLennan, "from the manner in which the strike was in-

augurated and the subsequent picketing was conducted, with deliberate and relentless vigour regardless of annoyance and inconvenience to plaintiff and serious interference with his business, that the picketing was not for the purpose of peaceful persuasion, but for the purpose of compulsion by coercion and intimidation. The massing of a large number of pickets is in itself intimidating to workers."

In England, the average level of retail prices on December 1, of all the commodities taken into account in the statistics prepared by the Ministry of Labour, including food, rent, clothing, fuel and light and miscellaneous items, was about 99 per cent above that of July, 1914. This figure is the lowest recorded since May, 1918. The corresponding figure for November 1 was 103 per cent and that for December 1, 1920, was 169 per cent. The decrease since November 1 is mainly due to reductions in the prices of bread, flour and meat.

An interesting review of the printing industry in England for the year 1921, has just been published by the *Yorkshire Post Annual Trade Review*. The writer, E. George Arnold, who was president of the Federation of Master Printers from 1916 to 1918, has a great deal to say about the conditions which depression has caused.

"General commercial depression," he writes, "has brought about a shortage of orders unparalleled in the history of the industry. Short time has been general, and there has been the fiercest possible competition for orders, with the result that while the buyers have gained, the printer and allied trader have suffered severely from lack of proper profit."

Commenting on trade of the past year in Scotland, a correspondent of the *London Financial Times* says:—"The printing trade is only moderately busy, and it is feared that a good deal of the book printing for publishers has gone permanently to the South. Although busy during the past year on previous orders, the directors state that the current year promises to be one of the most trying that the company or its predecessors have ever faced."

Speaking at a meeting of the Federation of British Industries in London, January 19, Sir Charles Higham, M. P., said every trade making British goods should advertise and tell the public why they should buy them. "If you can't compete with the foreigner, put up your shutters," he added. "If you can compete, buck up and advertise."

Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York



Leiman Bros. Blower and Vacuum Pump
PATENTED

The Suction that
Feeds the Paper
in the printing press
folder or ruling machine

*Vacuum or
blowing pressure
of Air*

Takes up its own wear therefore you can rely on it for continuous satisfactory Service. See that your Feeder has a Leiman Bros. rotary positive high pressure *Blower and Vacuum Pump* doing the feeding—

Used by all the first class feeders—also used for agitating electrotyping solutions.

CATALOG BE-B

Leiman Brothers 81 Walker Street
NEW YORK

MAKERS OF GOOD MACHINERY FOR THIRTY-FIVE YEARS

CHICAGO

A Chicago Inventor and His Invention

Here is a picture of one of the newest and cleverest labor-saving devices which has ever come from the mind of a Chicago printer.



It is the "Hilland Rapid No-Furniture" chase, with H. J. Hilland, the inventor, displaying it. The picture is self-explanatory. Every chase is its own furniture cabinet. Roller bearers are fitted to each chase and can be removed at the option of the pressman, by taking out the screws.

For all standard work, such as tariff pages, mail order catalog pages and all magazine and book work; special type high bars are supplied, which enable the printer to lock-up his form for the foundry without foundry bearers.

The inventor is a practical printer and has demonstrated this "No-Furniture" chase in some of Chicago's most modern printing offices, including Messrs. Gunthrop-Warren Printing Co., 132 S. Clark street, where he has been employed for the last five years. His present address is 4411 Beacon street, Chicago.

Howard G. Knowlton, formerly connected with Koff, Morgan and Brooke, has joined the organization of the Shattock and McKay Company at 167 W. Monroe street, Chicago.

Business in Chicago is good, according to Mathews Typesetting Co. This firm reports a vast increase in orders for hard types, which they are casting on a special machine.

Chicago Incorporations for February, 1922

Topics, Inc., 122 S. Michigan avenue, Chicago. Capital, \$27,500. Publishing business. Incorporators: G. Donald MacKenzie, G. L. Lawrence, E. F. Johnson. Correspondent: A. D. Cloud, First National Bank Bldg.

Hurja Johnson Hawen, Inc., 1640 S. Wabash avenue, Chicago. Capital, \$10,000. Advertising and printing business. Incorporators: Arthur O. Hurja, Harold F. Johnson, Francis J. Hawen. Correspondent: Kramer, Sorem & Powers, Harris Trust Bldg.

Crest Engraving & Embossing Co., 557 W. Jackson blvd., Chicago. Capital, \$10,000. General engraving and embossing. Printing business. Incorporators: Thomas B. Lawrence, Frank T. Murray, Herbert A. Scharyver. Correspondent: Herbert A. Scharyver, 112 W. Adams street. (No direction on Adams given.)

The Burdick Enamel Sign Co., 220 S. State street, Chicago. Capital, \$50,000. Manufacture and deal in advertising novelties, signs, etc. Incorporators: Arthur P. Claridge, Harry B. Richardson, E. McMillan. Correspondent: Castle, Williams, Long & Castle, 105 W. Monroe street.

Acorn Printing Co., 607 S. Dearborn street, Chicago. Capital, \$3,000. Incorporators: A. M. Doyle, E. W. Lademann, W. S. Jameson. Printing and publishing business. Correspondent: Wm. S. Jameson, 105 S. La Salle street.

Breck D. Porter Co., 218 S. Wabash avenue, Chicago. Capital, \$25,000. Engraving and printing business. Incorporators: Breck D. Porter, Joseph E. Bray and Ogden T. McClurg. Correspondent: McCormick, Kirkland, Patterson & Fleming, Tribune Bldg.

Advance Printing Plate Company, 634 Federal street, Chicago. Capital, \$6,000. General printing business, manufacturing printing plates. George R. Olson, William Schultz, Paul A. Kagel and Chris N. Smith. Correspondent: Channing L. Sentz, 519 First National Bank Bldg.

Tell Taylor, Inc., 119 N. Clark street, Chicago. Capital, \$10,000. Music publishing company, printing business. Incorporators: Isham Jones, Harry P. Manns, A. G. Linenthal. Correspondent: S. L. & Fred Lowenthal, 109 N. Dearborn street.

Newman Rudolph Lithographing Company, 158-160 Whiting street, Chicago. Capital, \$20,000. Lithographing, printing and publishing business. Incorporators: Bertram Lewy, Marcus A. Weinberg, Charles H. Newman, Rudolph H. Mathesius. Correspondent: Morris A. Weinberg, 111 W. Monroe street.

Changes

Warren Printing Company, Chicago, increased capital stock from \$4,500 to \$10,000.

Miehle Printing Press and Manufacturing Co., Chicago, increased stock from \$2,000,000 to \$5,000,000.

Boyle Lovejoy Printing Co., Chicago, changed name to Boyle Bros., Inc.

Warren Printing Co., Chicago, increased capital stock from \$4,500 to \$10,000.

H. Loabioke Printing Co., Chicago, dissolved.

Franklin-Typothetae Dinner Dance Largest in History

On Saturday evening, February 25, the Franklin Typothetae of Chicago again staged "the most successful party in its history." This phrase never becomes worn out in writing about the affairs of the Franklin Typothetae. It becomes a part of the reporter's stock in trade, for year after year sees the growth of the Chicago association and with it an increase in the size and pleasure of the social affairs which it sponsors.

This particular party was the large event of the season, the annual dinner dance.

This year it was held at the Drake Hotel, following out the arrangements of a busy entertainment committee, headed by Harry Hillman, editor of the *Inland Printer*. With him on the committee served Paul H. Fieberg, F. J. Hagen, E. J. McCarthy, L. F. Neely, W. B. Patterson, Milton Severinghaus and H. A. Staley.

Nearly 600 guests were greeted at the Drake by a reception committee composed of F. J. Hagen, E. J. McCarthy, C. C. Means, Ben C. Pittsford, D. W. Mathews, M. S. Burnett, Floyd Haas, E. J. Winiecki, A. A. Frederickson, C. Severinghaus, and George Drucker.

Music was furnished by the Northwestern University Glee Club, assisted by Mr. Rollin Pease, baritone; Miss Ruth Lees, soprano, and Miss Maurina Clapp, accompanist.

Mr. William Sleepeck made a perfect toastmaster. His introductions were addresses in themselves. Dr. George Craig Stewart, rector of St. Luke's Parish, Evanston, gave a forceful talk on the subject, "Living All Our Lives." He pointed out the necessity of bodily and mental health in the pursuit of business, and said that without this double health we were not getting the most out of our lives. He paid high tribute to members of the printing industry and the part they are playing in world progress.

E. F. Hamm, president of the Franklin Typothetae, told the story of that association's growth, from its beginning, when he and one other man handled all the association work, to the present day when its membership is over 500 and twenty people are needed to handle the office work.

After the talks the gathering danced until midnight.

At the annual meeting of the J. Roland Kay Company, Chicago, advertising agency, the following directors were elected: J. Roland Kay, W. G. Cook, E. M. Kay, R. V. Beveridge and I. F. Paschall. These officers were elected: President, J. Roland Kay; vice-presidents, Hugh Evan Smith, R. V. Beveridge and I. F. Paschall; secretary-treasurer, W. G. Cook.

Morris Spinner & Co., of 525 S. Dearborn street, have just announced the opening of a mailing department and the enlargement of their bindery.

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

MARGACH AUTOMATIC METAL FEEDERS

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

We Solicit Your Business



We Specialize in Printers' Waste Paper

Western Paper Stock Co.

1456 Indiana Avenue

Phones Calumet 4233-34

Established 1879

-- Reference: Corn Exchange Bank

Printers want to know!

¶ With whom they are dealing.

¶ The personnel, reliability and responsibility of the firm they are about to do business with.

¶ And they want this information from a source on which they can depend.

¶ Information of a confidential nature.

¶ Quickly and in simple facts.



This service is at the command of members of the *FRANKLIN-TYPOTHETAE* of *CHICAGO*, through the organization's Credit and Collection Bureau.

*Call Harrison 6392
and ask for Kagey*

*Use the service and protect
your business*

**Printing Trades
Credit Association**

538 So. Dearborn St.
CHICAGO

Here is a picture of the new printers' building which will be a monument to the printing industry of Chicago upon its completion. The photograph is from a wash-drawing by Davidson and Weiss, Chicago architects, who drew the plans.



The building will stand at the northeast corner of Harrison and Clark streets, and will take its name, the Harrison-Clark, from these streets. It will be ten stories high, 100x100 feet, and will be especially built for the heavy duty which printers, engravers, and lithographers will demand of it. Willis and Frankenstein, the rental agents, report that six of the upper floors have been rented completely already. The builders expect to have the structure ready for occupancy about December 1.

Plans looking forward to a healthy crowd of Chicago craftsmen in Boston next summer were discussed at the meeting of the Chicago Club of Printing House Craftsmen at the City Club, Chicago, February 21. About 150 members of the club and guests were present. The craftsmen were urged to start a "Boston Fund" at once by depositing \$6.00 a week with the treasury for the expense of the trip to the Boston Convention. The treasurer promised faithfully to return the accumulated amount in case the depositor found it impossible to go to Boston.

The Department of Industrial Information of the U. T. A. is assisting in the preparation of the statistical exhibits in the Chicago arbitration proceedings. An arbitrator has been selected in the case of the Feeders' Union No. 4 and the first hearing was held on February 10th.

The sympathy of all who know W. C. Gillett, president of the Chicago Paper Co., is extended to him in the loss of his wife, Adnah A. Gillett, who died March 1. Mr. Gillett is one of the best liked men in the Chicago paper and printing trades and his loss is felt by all of us. Mrs. Gillett leaves a son and daughter, W. Noble Gillett and Mrs. Evis G. Hayward. The funeral was held Friday, March 3, from Graceland Chapel.

The Superior Typesetting Co., 732 Federal street, Chicago, have opened a new department in connection with its linotype and monotype work, and will specialize in the better grade of advertising typography.

B. A. Davey has resigned from the service staff of the Robert Smith Co., Lansing, Mich., printer, to become advertising director of the Walton & Spencer Co., Chicago printer.

At the February 3rd meeting of the Printers' Supplymen's Club of Chicago, Phil. A. Howard, publisher of *BEN FRANKLIN MONTHLY* and president of the Ben Franklin Publishing Co., was elected president of that body, succeeding Frederick Glover, resigned. Mr. Glover, who was elected president at the January meeting, was connected with the Whittaker Paper Co. Upon severing his connection with that firm and leaving the city, he found it necessary to withdraw from his official connection with the Supplymen's Club.

The club is at present engaged in a vigorous drive for new members. The members have been divided into teams of five each to bring in prospects. The team bringing in the smallest number of members before the May meeting, will be obliged to pay for the banquet given at that meeting.

The Tenth Anniversary Banquet and Dance of the Chicago Monotype Club, was held at the Cameo Room, Hotel Morrison, Saturday evening, February 18, 1922. It was one of the most enjoyable affairs ever given by the club. Addresses by men prominent in civic affairs, as well as representative members of the printing crafts, helped make the anniversary one to be remembered. William A. Goulding, president of the club, acted as toastmaster. James H. Sweeney, western manager Lanston Monotype Co., gave an interesting talk on trade conditions, coupled with several amusing stories, with a rare touch of humor that was appreciated by every one; a review of the good old days, by Col. Michael H. Madden, delighted the old-timers as well as the younger set; and several anecdotes by County Commissioner Emmett Whelan, an old-time operator, were both amusing and instructive. Harry Hillman, of the *Inland Printer*, gave a talk on "Books"; Sam G. Greenfield told experiences as an operator, which added to the merriment of the occasion. Benson's orchestra furnished music for dancing. Wilma Haaga, vocalist, assisted by Russell Wilde, pianist, made merry during the evening with vocal selections. The committee in charge of the affair were: William E. Curry, chairman; William J. Mahoney, and J. W. Klein.

Daniel J. Ryan, who has been with the Ault & Wiborg Co., printing inks, for the last twenty-three years, has become vice-president of the John P. Roach Co., printing inks, Chicago.

H. D. Ward, secretary of the American Printing Ink Co., has a new Ward in his family, though he is much more than her guardian. Her name is Nancy and she arrived on February 8 without a possession in the world save her good looks. Mrs. Ward and Nancy are both well.

Friday evening, March 3, was ladies' night for the Printers' Supplymen's Club of Chicago. Their meeting, held at the Morrison Hotel, was largely attended by the members and their ladies, who were entertained with a very enlightening talk by Fay Cooper Cole, curator of anthropology of the Field Museum of Natural History.

Dr. Cole's lecture was profusely illustrated with slides covering a sketch of what the museum is and how it works. Through the eye of the camera, the guests were taken in the field on a specimen hunt and then back to the museum where they saw how the material was mounted, grouped, etc.

With Our Advertisers

Clarke With Trimosaw

Mr. E. E. Clarke, formerly with the Miller Saw Trimmer Co., announces that he is now affiliated with the Hill-Curtis Co., Kalamazoo, Mich., manufacturers of the Trimosaw, as their special New York representative.

Mr. Clarke is generally considered as one of the best posted men in the game when it comes to labor-saving devices for the printer and will gladly demonstrate the merits of the Trimosaw to any interested printer.

His temporary address is care Hill-Curtis Co.'s Export Office, 7-11 Water street.

Trimosaw users are increasing rapidly. The Hill-Curtis Co., which launched the Trimosaw in 1921, reports a steadily growing list. Here are a few of them:

American Loose Leaf Mfg. Co., Chicago; W. P. Dunn Co., Chicago; Rothchild Color-type Co., Chicago; Slavik Printing Co., Chicago; Webb-Linn Printing Co., Chicago; Fred J. Ringley Printing Co., Chicago; Apex Printing Co., Chicago; American Wholesale Corp., Baltimore, Md.; Meyer & Thalheimer, Baltimore, Md.; H. C. Hansen Type Foundry, Boston, Mass.; F. J. Stroup Printing Co., Detroit, Mich.; Kal. Veg. Parchment Co., Kalamazoo, Mich.; Dalm Printing Co., Kalamazoo, Mich.; Shakespeare Press, Kalamazoo, Mich.; Toronto Saturday Night Press, Toronto, Ont., Canada; Telford & Craddock, Ltd., Toronto, Ont., Canada; H. C. MacLean Co., Toronto, Ont., Canada; Strathmore Press, Toronto, Ont., Canada.

Rosback Co. Announces New Ink Distributor

Ink distribution for job presses has finally been perfected, according to the F. P. Rosback Co. of Benton Harbor, Mich. Here's what it is: From the fountain—which by the way is the regular Chandler & Price fountain—a ductor roller takes the ink, not by a contact streak but by any number of notches you wish to turn the fountain roller, carries it to a vibrating distributing roller, which in turn carries it to a composition roller, then to a large vibrating cylinder. This cylinder carries the ink around to another composition and steel vibrating roller. The ink is now completely cut up and distributed. Now, the form rollers come up and take three full revolutions on the cylinder which is still vibrating.

Here's the advantage, according to the maker: If the form requires ink at a given point you can get it at that point. If the form takes all the ink from a given part of the rollers the vibrating cylinder will, in addition to furnishing new ink, cut up the remaining ink on the form rollers.

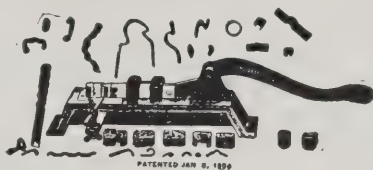
Printing sales rose in December according to the chart of business conditions issued by the American Writing Paper Co. There were slight rises also in printers' paper purchases, paper purchase tonnage and productive hours worked in printing plants.

American Printing Ink Enlarges

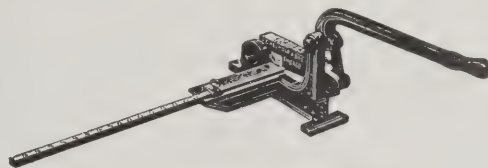
The American Printing Ink Co. of Chicago has enlarged its chemical department to accommodate the research and development work required by increasing sales. In addition to F. E. Barneier, who has been with them for some time, they have secured the services of Harry E. Rice whose varied experience is especially valuable. Mr. Rice was for several years operating chemist in charge of the manufacture of dry colors, lakes, toners, etc., in a large Chicago Dry Color Plant. Previous to his employment by the American Printing Ink Co., he was chemist for the R. R. Donnelley and Sons Company, where he had ample opportunity to study the practical application of inks to paper under all the varying conditions found in the printing industry.

With Ludlow Typograph Company, Chicago

Theodore Longabaugh has resigned as advertising manager of the Henry Bosch Co., wallpaper manufacturers, to go with the Ludlow Typograph Co., Chicago, in a similar position.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

	2 Pt. Center Face
	2 " Side "
	3 " Center "
	3 " Side "
	4 " Center "
	4 " Side "
	6 " Center "
	6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

	2 Pt. Round Face
	3 " " "
	4 " " "
	6 " " "
	8 " " "
	10 " " "
	12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

	2 Pt. Fine		2 Pt. Medium		2 Pt. Coarse		2 Pt. Long Wave
--	------------	--	--------------	--	--------------	--	-----------------

All above 25 cents per foot

PERFORATING RULES

	6 Tooth		12 Tooth
	8 Tooth		18 Tooth
Soft		Hard	
2 Pt. at 20		25	
3 Pt. at 25		30	
		Bright and Hard	
		30	
		35	

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

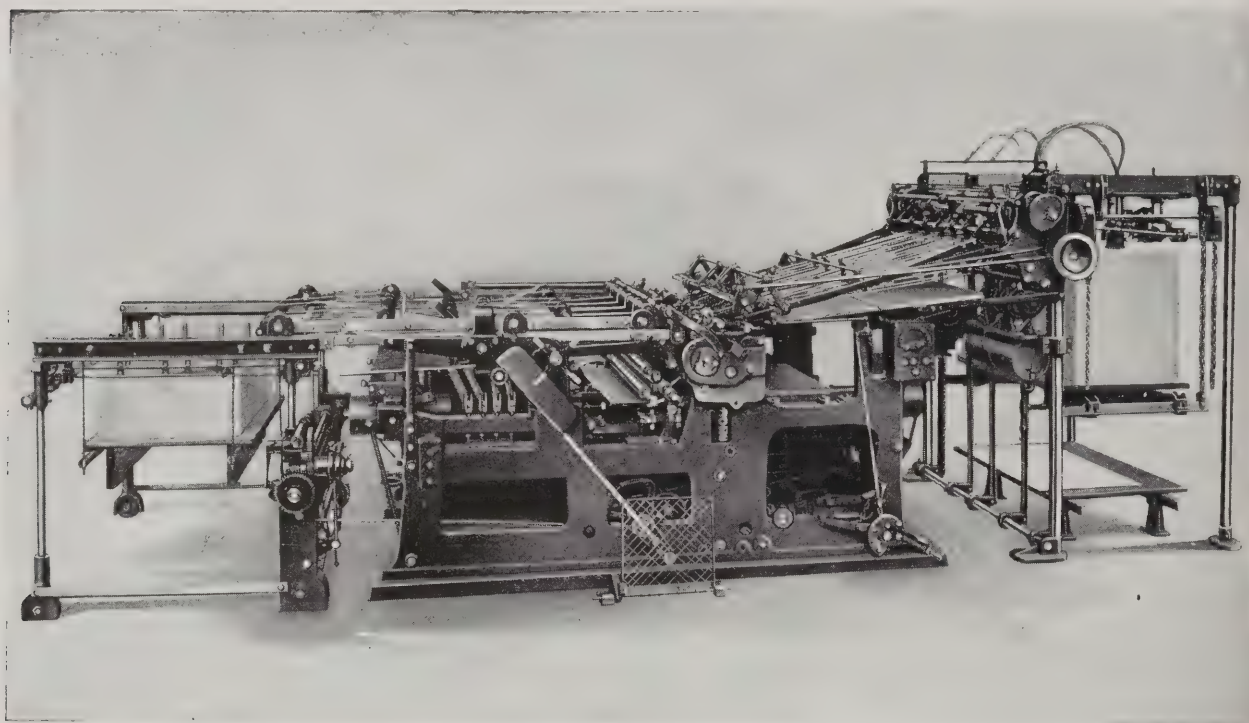
STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO



If you expect your Pony Cylinder to do a day's work, feed it—*automatically*

Your Pony Cylinder is capable of 2500 to 3000 sheets per hour, eight hours a day. Your quality job work requiring Accurate Register, Superior Ink Distribution and Rigid Impression can be produced at this profit-making speed on your pony press by attaching the

Dexter Pony Suction Pile Feeder

Our new Pony Suction Feeder will handle dull coated, high coated, antique, super or machine finish stock, from French folio to 36 point board, as fast as your pony press can deliver.

This combination is worthy of your

most earnest consideration. Investigate it thoroughly, and convince yourself of the economies of low hour cost, high production and wide range, before adding to your job or cylinder equipment.

For the convenience of printers, pressmen and assistants, we have attached our Pony Suction Feeder to a pony press in our New York Display Room. We welcome all those interested to call and see this new feeder in operation. Hours. 9:30 A. M. to 5 P. M.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO

PHILADELPHIA

BOSTON

CLEVELAND

DALLAS

ATLANTA

SAN FRANCISCO

"Women and Children First"

Continued from page 15

of imagination in the selection of advertising which will appeal to children as well as their parents. It is not enough to address the mother, if you are devising printed salesmanship which will sell merchandise made for children of this age. The children themselves must be interested.

How is it done? The child himself is the best authority on this subject. Unless you have spent hours on the floor playing with children, letting your mind descend (or, I would rather say, rise,) to the level of theirs in their play, unless you yourself become as a little child, you cannot enter the kingdom of advertising to children.

First of all you must appeal to their imagination, remembering always that it is far more highly developed than your own and that they are stern critics. A child has very definite reactions of liking and disliking and is very candid in expressing these likes and dislikes. He is not tactful. He tells the truth.

The Cammeyer Shoe Company of New York has devised a method whereby they take the name of every child entering their stores and follow that child with a letter every month telling him about their shoes for children. With these letters they send little booklets and cards on which the children may answer their letters.

The Chicago *Herald and Examiner* has increased its Sunday circulation by adding to the usual colored comic supplement, a children's supplement containing cutouts and pictures in black and white, which, when moistened, change to brilliant colors. Not long ago I heard one little boy less than six years old call a dime "a Herald-Examiner piece." This has little bearing, you may say, on direct mail advertising, but it shows conclusively that children do exercise preferences and that their preferences are heeded by wise parents in their purchases. Bearing this in mind, the progressive salesman of printed salesmanship will study children and learn their preferences in advertising matter. These he will meet with suggestions and layouts in color that will get his ideas across to the person with whom he is directly concerned—the buyer of printing.

In magazine advertising this principle is very cleverly recognized and carried out in *John Martin's Book*, where, not only articles exclusively used by children, but toilet goods and other general household necessities are advertised by children's rhymes and colored pictures of a sort that will interest children. You have a wider opportunity open to you through the use of printed salesmanship than has the publisher of a children's magazine. Especially in the small city, where an element of personal acquaintanceship enters, you may select your list with less waste circulation than there is in the list even of a magazine devoted entirely to children.

Remember, too, that you are appealing to two people—to the child himself, and to the mother, not only directly, but through the interests of the child. In choosing colored illustrations, remember that a woman is more appreciative of beautiful design and color than is a man, and that whatever is intended for the child will be seen also by the mother. Every suggestion of carelessness—every crudity of line or color or makeup, will be seen by the mother, even though it escapes the child, and will lessen the strength of your appeal.

When you come to the problem of advertising to the woman herself an entirely new situation presents itself. But it is one which must be met as carefully and as thoroughly as the problem of appealing to the child. The two subjects fit each other admirably, for when you

Bargains in Paper

WE are the Sole Distributors of the odd lots, overruns, and seconds of forty-eight paper mills.

We mail WEEKLY actual samples of stock for sale with prices printed on sample to 5,000 printers.

These lots consist of Book Papers, Bonds, Ledgers, Card Boards, etc.

They are priced at from 25 to 30 per cent less than market prices.

A postal will put you on our mailing list.

The Sabin Robbins Paper Company

ESTABLISHED 1885

Forty-six years of recognized Square Dealing

MIDDLETOWN, OHIO

Phone Wabash 7192-3-4

Kerr= Simons Type setting Co.

MONOTYPE
LINOTYPE
MAKEUP

f^{OR THE}
TRADE

732 Sherman St.
Chicago

Day and Night Service

have learned to understand childhood and the opportunity which it presents to the advertiser, you have learned to understand a great part of womanhood, but not all.

Women are vastly more than mothers. As a matter of fact, any married man knows that every woman is a hundred personalities in one. The man who sets out in life with a determination to understand this lovely mixture, is doomed to severe disappointment. Yet he must arrive at a certain degree of understanding before he can capitalize, through advertising, the vast buying power which the women of his community represent.

He must know that "Judy O'Grady and the Colonel's Lady are sisters under the skin." There has been a vast underappreciation of the taste of the women who live on "Main Street," for instance. A soap manufacturer once said that he had to be shown. Through investigation he discovered that forty per cent of the women living in small towns and rural communities will pay twenty-five cents a cake for toilet soap.

He must know the household habits of the twentieth century woman, and understand that her greatest trial is the drudgery of housework—the everlasting cleaning and washing the same dishes that she washed six hours before—wiping up from the floor dirt of the same complexion as was the dirt that was there the day before, dropped from the same feet of children, men, dogs, and other impediments. He must feel a genuine sympathy for the eternal battle that she is waging against the conditions which gave rise to that famous saying, "Man's work is from sun to sun, but woman's work is never done."

If he can show her, through printed salesmanship, how she can get half an hour here in which to read the newspaper or magazines, and an hour there in which to walk in the park or gossip with her neighbors, he has done a very definite service for the customer who has something to sell her. Here is the strong appeal for such merchandise as will bear it out.

Women's habits change rapidly when by changing them greater ease in housework is achieved. Today two women out of five use oil mops, for instance, a radical change from the habits of the housewife of even a decade ago.

The woman has gone beyond the point where a photograph of a broom and the word's, "It sweeps clean," appeal to her. She wants to know whether it will sweep more easily or in less time than the broom she is using. (Incidentally, here is a little side tip for some energetic salesman of advertising printing, who works in the vicinity of a broom factory. For the most part, brooms are still just brooms. They have not been heavily branded. I am not thoroughly informed on the point, but I know of only one brand which has been given a name and advertised. That is the "Fuller Broom." I know about it, because I just wrote a large check for the Fuller Company—they sell direct by the house-to-house method—in payment for several pieces of Mr. Fuller's product. One piece was a broom which the lady who commands my purse bought because "Helen had told her what a good broom the Fuller was." And Helen, it seems, had bought it because Mame had told her about "the Fuller." And there you are. Each one of these women was willing to spend three times the price of an ordinary broom, because the name of it had been remembered by a friend long enough for some word-of-mouth advertising. There were at least two sales which Mr. Fuller made for what looks to my untutored eye like a very ordinary broom, simply because it had a brand. And, O Henry! how he soaks you for that brand!

Now, if you work near a broom factory, you will get the moral of that little tragic-comedy of my life, and profit thereby.)

The cook book is an old and successful medium for appealing to women, but the recipes in it must be reliable. It has the disadvantage of infrequency. A better way of getting recipes before the housekeeper is the card method. Sell your customer to the idea of furnishing the women to whom he wants to advertise with an inexpensive three by five card file box for recipes. Fill this box gradually by sending her a card a week, or by having cards wrapped in purchases from your customer's store. Each card will bear a recipe (which you know is reliable) on one side, and advertising on the other.

If you live in a small town, the effectiveness of the campaign can be heightened by using recipes which the town women will furnish you. In this case, the upper left hand corner of the card will bear not just "sugar cookies," but "Mrs. Thompson's Sugar Cookies."

These are merely preliminary suggestions. The printing salesman with imagination—and no man is a true salesman of printing who does not possess that quality—will accept them as starting points. Next month Mr. Fehlman's Classification will be discussed further.

***Are You Using the Handy
Pocket Size Ben Franklin
Paper Directory and Price
List?***

HARRIS & WALKER Bookbinders and Finishers

TO THE PRINTING TRADE

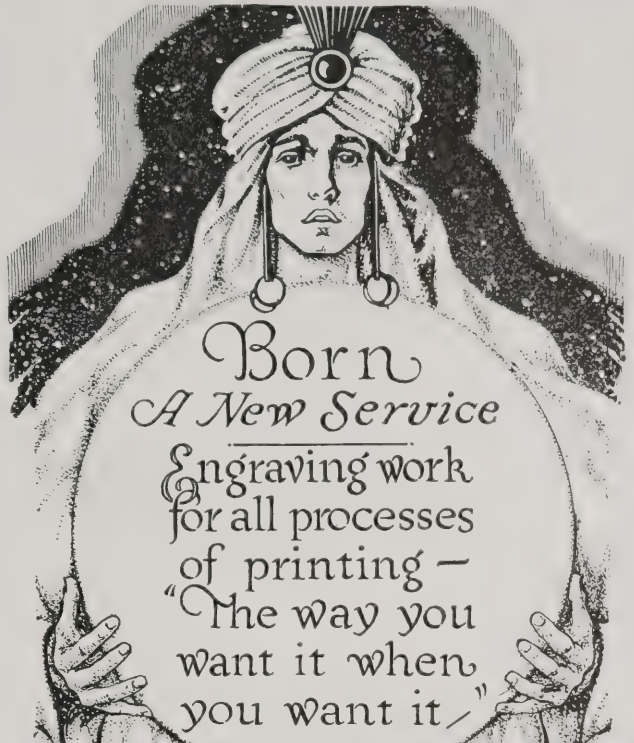
INDEXING
DIE CUTTING
NUMBERING
PERFORATING
SCORING
CREASING
PUNCHING
EYELETING
ROUND CORNERING
WIRE STITCHING

Prompt Service at Right Prices

Telephone Franklin 2101

167 W. Monroe St.

Chicago



Born
A New Service
Engraving work
for all processes
of printing —
"The way you
want it when
you want it."

WALLACE-MILLER CO.
PHOTO ENGRAVERS
ARTISTS & DESIGNERS
FRANKLIN AND HURON STS.
CHICAGO



1922

Will Reward Efficient Workers

This applies to employers and employees

Good materials are needed.

Let us help you by furnishing

Esleeck's Onion Skin
and
Manifold Papers

These papers are strong, durable, uniform. They are right for important uses in every business office.

Sold by leading paper merchants

Ask Dept. F for samples

Made by

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

CLINE-WESTINGHOUSE

Motor Equipment For Every Printing Requirement

MotorsAdjustable
and
Constant
Speed**Control**Push
Button
and
Manual*Write for Latest Descriptive Catalogue*

**Used by the Best
Known Printers**

Cline Electric Mfg. Co.

CHICAGO

NEW YORK

The
FUCHS & LANG MFG. CO.

A Reduction

We are pleased to advise the printers throughout the country that we are now able to make a reduction in price on our well known

Rutherford 40 Black Ink

Price now is 35 cents per pound in lots of 25 lbs. or more. A special price on large quantities. Send in your orders at once.

*Rutherford Forty for any
press on any kind of paper*

THE FUCHS & LANG MFG. CO.

Finest Printing and Lithographic Inks
Machinery and Supplies

119 WEST 40th ST. N.Y.
120 WEST ILLINOIS ST. CHICAGO
142 NORTH 4th ST. PHILADELPHIA

Fitting Your Plant to Its Work

Continued from page 17

the work that they retain in their own plants. This work, of course, includes the great bulk of hand composition, and the makeup that, for one reason or another, never gets to a trade plant. In this work, the requirement is material of every kind for the compositor, and material in such quantity that the ordinary handicaps no longer will hinder production. Still another thought is to be considered in this connection: to conform to present-day standards of typography, this type and material always must be new. You gentlemen, yourselves, in the makeup service that you have developed, have gone far in teaching the printer that all new type on every job means a lower pressroom cost and a better satisfied customer.

This is the service of nondistribution, not only for your own plant but as well for the composing rooms of your customers. When you make this feature available to your trade, and when you support it with every facility that is provided for your own men, then you have made more certain the flow of work from your customers to you.

The simplest definition of complete trade composing-room service is thus seen to be composition, makeup, and non-distribution—the sum of all that you can make, and, at the same time, the sum of all that your customer needs.

Having determined the things that enter into complete composing-room service, next in order is a survey of your equipment to see just how capable it is to assist you in a full realization of this service ideal. If additions to your equipment seem to be indicated, or if basic changes appear to be necessary, then you must be guided in your selection by that previously made by the leaders of your industry.

It may become a fact of the future that the trade composing room will be the great composition center in which all work will be handled; it is a thought that has much in its favor. But it is not a present fact, and it is upon present facts that you must build your individual business. In yours, as in every other industry, success does not come by chance; nor is it altogether a result of able management. Rather it is the product of proper equipment, of broad vision, and of constant aggressiveness. The way is plain; many of you have started in the right direction; and it is my sincere belief that the field is large enough for all.

Lord Riddell on Honor

SPEAKING recently, before American newspapermen, in New York, Lord Riddell, prominent in British printing circles, said: "When meeting newspapermen it often happens that, in order not to seem to evade a question, I am obliged to preface my answer by, 'This is not for publication,' or 'Don't quote me in this.' No further word has been needed. In not a single instance of the many times I have thus placed myself in the hands of the scores and scores of newspapermen there has the confidence been broken; and there were many days when copy was so scarce that every little bit of news was of extreme value.

"There have been a few trifling inaccuracies in the newspaper reports of the Conference, but they were unimportant matters. In not a single instance have I observed any important matter misrepresented or incorrectly reported. And they plunge down through the froth and really get to the important matter, too.

"The Conference itself was more favored in publicity than any other peace conference I ever attended, and I have been to them all of late years."

Adver tising Typog raphy

TO COMMAND ATTENTION SHOULD CONSIST OF A FEW SHORT, SNAPPY PARAGRAPHS WELL DISPLAYED AND WITH PROPER AMOUNT OF SPACING

Get the Punch

One or two large lines with a real kick generally catch the eye and compel the prospect to read your printed message. The busy reader does not care to strain his eyesight by wading through a mass of small type that should be readable.

A New Department

The Superior is making a specialty of the better grade of advertising typography and has added the latest foundry faces which will be used in conjunction with the output of its typesetting machines. All foundry type must be electrotyped to insure sharp, clean type for adsetting.

SUPERIOR

Typesetting Company • Adsetters
Monotype & Linotype Specialists
732 Federal St. Harrison 2755

Good, Clean Printing

comes only from good, new type. Maintains the Quality and Cuts the Cost. Your customers want high-class work—we know this because you send the composition to our plant. But—to follow the thought—what is the condition of the type in your cases? Stock up your composing room with brand new first-class material from our hard metal department. Maintain the quality and cut the cost.

Do not confuse our type with composing machine product. Ours is foundry made.

We are equipped to supply you with the service and material so essential to your success. We maintain continuous day and night service for composition and make-up.

Mathews Typesetting Co.

Phones Harrison 4086 and Harrison 2083
Composition Linotype and Makeup
626 Federal Street Chicago, Ill.

M. Goldschmidt & Co.

PRINTING PRESS EQUIPMENT

—FURNISHED AND INSTALLED—

GENERATORS	{	Bought
MOTORS		Sold
		Rented
		Exchanged

ARMATURES	{	Rewound
STATORS		
ROTORS		

COMMUTATORS	{	Made
COILS		
CARBONS		

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

Putting the News in Newspaper

Continued from page 19

is a big chance for improvement in those branches. Last year we put on a local building campaign that resulted in nearly half a million dollars' worth of new construction in the town, and the work is still going on. That means for us and for all a bigger field of service.

"But is this a newspaper's job? Why not? Is a newspaper to stand still and wait for its community to grow, or take the steering wheel and help to make it grow? The more people you attract to a community, and the more wealth you help to create, the more business your newspaper and job printing plant will do. In your industrial campaign you don't sacrifice any of your news and editorial space. You simply cut out the trivial.

"But the big story of today is business—industrial development. Things have gotten into a mix-up because we've been following strange gods. There's been too much talk of industrial troubles, business depression, low prices on farm products and high prices on manufactured articles, national and international discord and general calamity howling. The newspapers should get together on a sane platform of building, strengthening the public faith, belief in the country and its people. Encourage right thinking and honest industry, and dump all those pessimistic rumblings of discontented minds in the waste basket.

"The more publishers think over the present situation the more impressed they will be with their responsibilities. It's a trust requiring the highest type of efficiency."

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
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NICKEL-STEEL
ELECTROTYPES

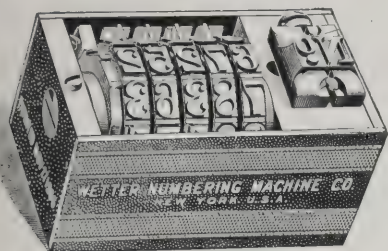
THE HOME OF THE
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701-721 S. DEARBORN ST.
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Telephone, Harrison 5260-5261-5262 All Departments

THE NICKELSTEEL "GLOBETYPE"

used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

**ALL DEALERS
SELL THEM**



In Using
THE
Dependable

WETTER

The Good Numbering Machine

Send for Our Catalogue. **PRICES REDUCED**

Wetter Numbering Machine Co. Atlantic Ave. and Logan St., Brooklyn, N. Y., U. S. A.

Linotype Composition for the Trade

OUR PRICES ARE ABOUT 20%
BELOW CHICAGO RATES

Work handled promptly and satisfactorily
Send for specimen book and prices

Lafayette Typesetting Co.

(Incorporated)

225 N. 5th, LAFAYETTE, IND.

Note the Inserts!

The paper inserts in this number of
BEN FRANKLIN MONTHLY are
actual samples of sheets furnished
by men who believe in the modern
method of advertising paper.

THAT'S WHY THEY ADVERTISE IN
BEN FRANKLIN MONTHLY

"The Printers' Paper with the Inserts."

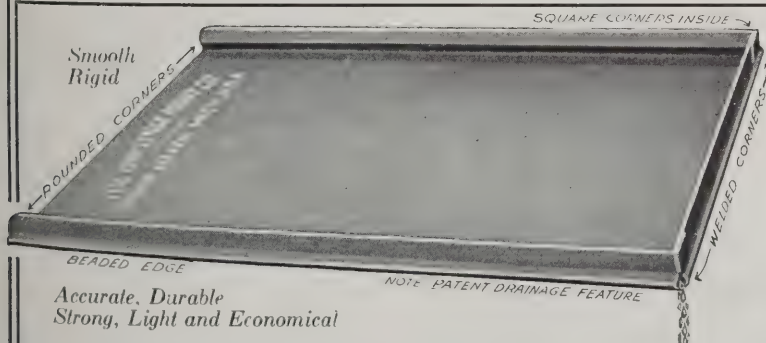
Borland Manufacturing Buildings

610-732 Federal
Street

Space to Rent for
Printers, Engravers
or Electrotipers

Possession April 1st

Apply to Office of Building
636 Federal Street



Accurate, Durable
Strong, Light and Economical

Challenge Pressed Steel Galleys

The Best Single-Piece, All-Purpose Steel Galley

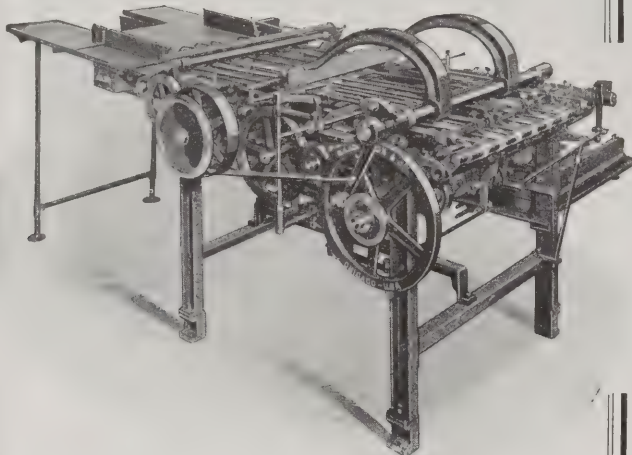
They are made in all standard job, news
and mailing sizes, including the new size
13-ems plus 1-pt. and 26½-ems plus 2-pts. for
newspaper work. These latter sizes can be fur-
nished with Challenge Non-Removable or Re-
movable Galley Locks.

A SAMPLE GALLEY will be cheerfully sent
prepaid for examination to anyone interested.
Write us or any dealer in Printers' Supplies.

The Challenge Machinery Co., Grand Haven, Mich.
CHICAGO, 124 S. Wells St. NEW YORK, Printing Crafts Bldg.

The Anderson HIGH SPEED FOLDER

No. 310



EFFICIENCY in operating Anderson Folding Machine on high grade Catalogue and Circular work is due not only to their great speed, but to the simplicity by which changes can be made for any fold within their range. Sheet sizes 6x6—25x38.

Write for details

C. F. Anderson & Co.

3225-3231 Calumet Ave.

CHICAGO

PHONE MAIN 4757

Simpson, Bevans & Co.

**Electrotypers
Engravers**

322 West Washington Street

CHICAGO

Need Machinery?

Read the Want-Ads
In this Issue

Furnishing Fuel for Workers

Continued from page 16

coffee urn and dishes will make it possible to sell hot coffee at five cents a pint, with some profit to be put back into the enterprise. More than any other one thing, plant caterers say, workers appreciate good coffee, and a little experience in serving it leads to buying the best coffee that can be obtained. After the coffee urn has made its way, there will be demand for sandwiches and other light food, followed by soup, and one or two meat-and-vegetable dishes. This calls for more elaborate kitchen equipment, hired kitchen helpers, and something more nearly like a restaurant, with self-serving counters and tables. With growth, the catering plan is shaped according to conditions.

There are almost as many different plant catering plans as there are business concerns giving attention to this vital matter of food eaten by employees during the work-day. In many cases, employees volunteer to keep costs within reason. A metal ware factory in New Jersey, for example, is able to serve lunch to 750 employees every day at an average of thirty cents by putting service on a volunteer basis. Cooking and dish-washing are done by hired workers, but when lunch is ready in the steam tables, women from the factory and office take turns serving. Even with the self-serve plan, there must be attendants at the counter, a considerable item of expense. Kitchen work, cleaning up after meals, breakage and the purchase of food in smaller quantities than are used by restaurants, are other outstanding items, to be kept within reason by employee teamwork. The space required for a plant restaurant is another expense, very often written off the restaurant account as a contribution by the employer.

There are three different ways of running a plant restaurant. Some concerns lease the privilege to a private operator, furnishing meals and dishes. In other cases, the employer furnishes everything but lets an outsider operate the plant on a percentage arrangement. Both these plans add a profit to food, however, so in the majority of cases the plant restaurant is run by a manager working for the company, and food is sold at cost, the restaurant getting its profits in contentment.

Many industrial plants are located where it is difficult to buy good food. A large proportion of our industrial workers today are of foreign birth or descent. Left to themselves, they follow the European practice of eating small snacks through the day, usually cold, and things containing little nourishment, like fruit. Where warm wholesome food is obtainable at reasonable prices, it increases health, strength and happiness.

Work is simply energy, whether physical or mental. Human energy is food, and nothing more. It may be the muscle energy of the man who pushes a wheelbarrow, or the brain energy of the technical worker designing a million-dollar power station. No matter—the human machine will not run without suitable fuel. That fuel is food, and business concerns in widely diversified lines are learning that it pays to provide it.

NUZUM ELECTROTYPE COMPANY

FORMERLY LAUDON-NUZUM

ELECTROTYPING

WAX RULING

STEEL CUTTING DIES

CURVED PLATES

340-346 JEFFERSON STREET

MILWAUKEE, WIS.

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MATRICES

STEREOTYPING

BOOK PLATES

EMBOSSING PLATES

What Should Be Your Cost?

All too often when a printer quotes on a job he fails to give due consideration to the prime essential—the amount it should cost him to produce the job.

This situation arises partly, of course, out of competition conditions. But the habit of quoting from a "price list" on jobs which really call for a carefully figured estimate, is also responsible for a vast amount of grief.

"Price list" quotations often vary, particularly on complicated jobs; on the other hand, the estimate based on average production records and on your own known costs, cannot vary.

And therein lies the supreme value to the industry of the *Typothetae Standard Guide*. For this book makes available a record of production averages compiled from data furnished by thousands of representative plants all over North America.

By the use of the Standard Guide, any printer anywhere can readily arrive at an *accurate* cost

on any job. He need never fear that his quotation will be either too low or too high.

To be sure, in addition to these production records, the Standard Guide contains selling schedules covering those ordinary items which may properly be priced from such schedules. But its unique value to the trade lies in its accurate production records, which are of course available from no other source.

The *Typothetae Standard Guide* will be *sold*—not leased—to any printer anywhere at the nominal price of.....**\$20**

Semi-monthly Revision Service, which keeps the Standard Guide always up to date, is furnished at \$10 a year—\$30 in all for the first year, and each year thereafter, only.....**\$10**

In ordering, or for further information, address

United Typothetae of America

608 South Dearborn Street, Chicago, Illinois



FRONTIER BOND



A
Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

.....
A Trial Will Convince You
.....

**La Salle Paper
Company**

**171-173 N. Dearborn St.
CHICAGO**

Telephone RANDOLPH 3640

Where Do Associations Stand?

Continued from page 13

on the part of the officers of the organization or on the part of the membership or any part thereof to engage in activities in restraint of trade or otherwise in violation of the anti-trust laws.

"Many of the trade associations securing and disseminating statistical data have restricted the same to its membership, while others have undertaken to give the same to the public through the daily and the trade press concurrently with its members. The trade associations of the latter class are in the minority.

"Information lawfully secured regarding trade and economic conditions made public for the information of everyone can not be harmful. Information secured solely for the benefit of members and of a character that puts the membership, by reason of the information, in a position of advantage as compared with the public without such information can not be sanctioned by sound public policy. The act of securing the information and the use of it by the members of a particular organization may be perfectly lawful in itself, but it is my belief that good morals and a sense of fair dealing require the giving of the information secured in this collective manner to the public generally, to the end that all persons engaged in commercial transactions involving the information in question will be on an even footing.

Asks for Opinion

"With these observations, I desire the informal expression of your views as to the following activities on the part of trade associations and their members wherein neither the form of the association nor the activity, which appear perfectly fair and lawful on the surface, is used to hide or conceal some contract, combination, conspiracy, agreement, or understanding, secret or otherwise, on the part of the association, the membership, or any part thereof actually to restrain trade or otherwise violate the Sherman Act:

"(1) May a trade association provide for its members a standard or uniform system of cost accounting and recommend its use, provided that the costs so arrived at by the uniform method are not furnished by the members to each other or by the members to the association and by the latter to the individual members?

"(2) May a trade association advocate and provide for uniformity in the use of trade phrases and trade names by its respective members?

"(3) May a trade association, in co-operation with its members, advocate and provide for the standardization of quality and grades of product of such members, to the end that the buying public may know what it is to receive when a particular grade or quality is specified; and may such association, after standardizing quality and grade, provide standard form of contract for the purpose of correctly designating the standards of quality and grades of product; and may it standardize technical and scientific terms, its processes in production, and its machinery; and may the association co-operate with its members in determining means for the elimination of wasteful processes in production and distribution and for the raising of ethical standards in trade for the prevention of dishonest practices?

"(4) May a trade association collect credit information as to the financial responsibility, business reputation, and standing of prospects; and furnish such information to individual members upon request therefor, provided

Speaking of Speed

—when it comes to

TYPESETTING



Reach for your telephone.

Call Lakeview 2515.

Give your name and address.

WHIZ!!!

One of our seven (7) cars starts for your plant.

There's no "stalling"—no bunk about "a boy on the way."

Our car reaches you in a jiffy!

Picks up your copy and gets it to us.

It's put "in work" (Linotype, Monotype or Hand) as you elect.

NEXT MORNING—

Time 8 o'clock.

"Here's your proof, sir:"

That's SERVICE!

and—speaking of intelligence—

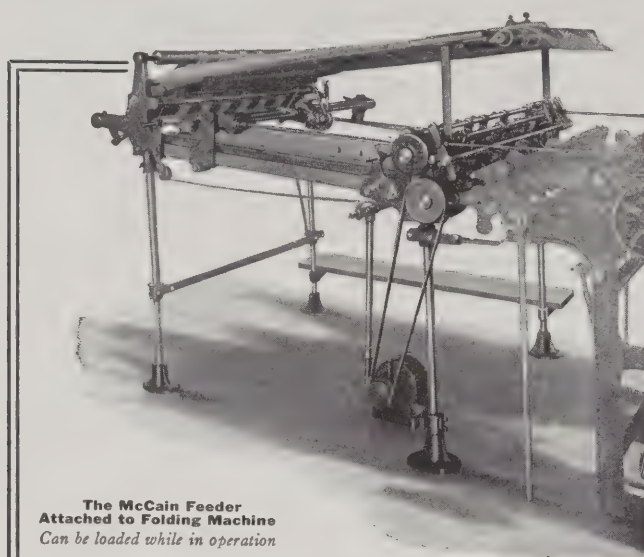
Accuracy is our watchword—Artistic layouts our creed—

Our plant never closes. We work three shifts.

Reach for the phone, NOW: Telephone LAKEVIEW 2515

M & L Typesetting Co.

4001-53 Ravenswood Ave., Chicago



The McCain Feeder
Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company

29 South Clinton Street, Chicago, Illinois

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging { Hangers
Maps
Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.

PHONE MAIN 621-2503

such information is not used by the association or the members for the purpose of unlawfully establishing so-called "blacklists"?

"(5) May a trade association arrange for the handling of the insurance of its members, including fire, industrial, indemnity, or group insurance?

"(6) May a trade association, in co-operation with its members, engage in co-operative advertising for the promotion of trade or the members of that association engaged in the particular industry; and may the association engage in such form of promotion by furnishing trade labels, designs, and trade-marks for the use of its individual members?

May Association Collect Statistics?

"(7) May a trade association, for and in behalf of its members, engage in the promotion of welfare work in the plants or organizations of its members, including sick benefits and unemployment insurance for employees, uniform arrangements for apprenticeship in trade education, the prevention of accidents and the establishment of an employment department or bureau?

"(8) May a trade association, in co-operation with its members and acting for and in behalf of its members, handle all legislative questions that may affect the particular industry, regarding factories, trades, tariff, taxes, transportation, employers' liability and workmen's compensation, as well as the handling of rate litigation and railroad transportation questions?

"(9) May a trade association undertake the promotion of closer relations between the particular industry and the federal and the state departments of government which may have administration of laws affecting the particular industry in any form?

"(10) A. May a trade association collect statistics from each member showing his volume of production, his capacity to produce, the wages paid, the consumption of his product in domestic or foreign trade, and his distribution thereof, specifying the volume of distribution by districts, together with his stock, wholesale or retail?

"B. And may such trade association, on receipt of the individual reports of each member, compile the information in each report into a consolidated statement which shows the total volume of production of the membership, its capacity to produce by districts of production, which, in some instances, include a state or less area, the wages by districts of production, the consumption in foreign or domestic trade by districts, the volume of distribution by districts, and the stocks on hand, wholesale and retail, by districts?

"C. And if, after compiling the information as aforesaid, the information received from the members as well as the combined information is not given by the association to any other person, may it then file the combined statement with the Secretary of Commerce for distribution by him to the members of the association through the public press or otherwise and to the public generally and to all persons who may be in any way interested in the product of the industry?

"(11) A. May a trade association, at the time it collects the production and distribution statistics above outlined, at the same time have its members report the prices they have received for the products they have sold during the period taken, specifying the volume of each grade, brand, size, style, or quality, as the case may be, and the price received for the volume so sold in each of the respective districts where the product is sold?

"B. And may the association, without making known to any person the individual price reports of any member,

Testimonial Presented to Joe Borden

A VERY pleasing event at the Convention of the Printing Trades Secretary-Manager Association held in Indianapolis was the presentation of a handsome testimonial of appreciation to Jos. A. Borden, formerly general secretary of the United Typothetae of America and now director of the Department of General Service of the American Writing Paper Company.



The presentation was made by Henry M. Ellis, secretary of the New Orleans Typothetae, on behalf of the association. Mr. Ellis attributed much of the friendly and co-operative spirit now permeating the printing industry to the untiring efforts of Mr. Borden while secretary of the U. T. A., and expressed pleasure that in his present position as director of the Service Department of the American Writing Paper Co. he was still devoting his efforts to the interests of the printer.

Mr. Borden's response was full of appreciation for the affection expressed by the secretaries and said he had considered it a great privilege to be able to help his fellow printers and expressed the hope that his present line of endeavor would prove of lasting benefit to the printing industry.

Cheap Printing

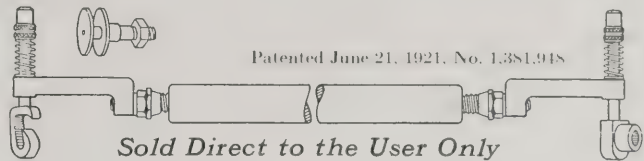
"YOUR printing for nothing!" is the attractive heading of a number of advertisements now appearing in daily and weekly papers throughout Holland, according to the *British and Colonial Printer and Stationer*, and Dutch printers generally are highly incensed.

They have, however, no remedy. These advertisements state the plain, bald truth—you can get your printing done in Germany for nothing, while at the same time the German printer makes a reasonable profit on the transaction! It is all due to the cheap mark.

For printed matter the postal rate in Holland is 2 cents. The German printers will for the same amount print your circular, put it in an envelope, write the address, put on the stamp—a German stamp—and post it for you to be delivered to your customer in Holland!

VANDERCOOK VIBRATORS

For Chandler & Price Gordon Presses



Over 300 Chicago printers have found that they are Efficient—Simple—Troubleproof
Durable—Inexpensive

For full information address

The Vandercook Press

Vandercook & Sons

Originators of the Modern Proof Press

452-456 No. Ashland Avenue, Chicago, Illinois

Vandercook Nonslip Trucks provide a practical way to keep your form rollers turning.

Have you a "pet" way?

BUYERS of paper usually start their consideration of a bond on some one characteristic.

Midland Papers are Practical Papers

Tearing it to determine strength or length of fibre, or to hear the "rip-p"—that is the usual start. Some men feel the sheet between their thumb and forefinger, others look at the finish. Many scan the sample for specks; Frequently color is the first thought. Asking the steno to type a line or writing on it with ink, erasing, holding the sheet to the light—all these are frequently encountered.

However you start, WELLINGTON BOND has the proper come back. Supposing you check us up on that statement. Phone Main 0142 for a sample.



MIDLAND PAPER COMPANY

323 W. WASHINGTON STREET : CHICAGO

You wouldn't keep last week's Newspaper

STALE information is worse than no information because it is misleading and inaccurate. Particularly is this true of price lists and directories, upon which you depend for accurate and up-to-the-minute information.

A new edition of the BEN FRANKLIN PAPER DIRECTORY AND PRICE LIST is just off the press, in the same handy pocket size which has made it different from other paper directories. If you are a subscriber to *Ben Franklin Monthly* and a buyer of paper in Chicago, you have probably received your free copy.

Eliminate all chances of confusion by throwing away your old copy and using the new one. The prices in this last issue are correct as of February 15th.

If you are not a subscriber, or if you want extra copies, you may obtain them from



Harrison
6113

**Ben Franklin
Publishing
Company**

440 South Dearborn Street
CHICAGO, ILL.

consolidate all of the reports into one, and show the average price received for the total volume of each grade, brand, size, style, or quality, as the case may be, distributed in each district covered by the distribution statistics for the period covered by each individual report?

"C. And may the association, after making such compilation, send the compiled report as to average price to the Secretary of Commerce, to be by him distributed to the public and to any or all persons interested in the industry making the reports?

"In order to avoid repeating this question in connection with each one of the activities outlined in the eleven preceding questions, may trade associations engage in any or all of the activities named without violating the law, provided the organization and the activity engaged in are not for the purpose of hiding or concealing some agreement, contract, etc., to actually restrain trade or otherwise violate the anti-trust laws?

"Yours faithfully,

"HERBERT HOOVER, Secretary of Commerce."

On February 8, Attorney General Daugherty answered this letter as follows:

"My dear Mr. Secretary:

"With reference to the first paragraph, there is no apparent objection to a standard system of cost accounting, but I think associations should be warned to guard against uniform cost as to any item of expense. For illustration, a strong effort has been made by some lumber associations to take as a basis for estimating costs of production a uniform charge for stumpage. Of course, the cost of the timber in the tree to the different manufacturers who own their timber in the woods greatly varies; and as to each it should be charged at its actual cost. It is as clearly a violation of the law to agree upon the cost of an item that constitutes a substantial part of the total cost price when its cost actually varies, as to agree upon the sales price, because the sales price is substantially affected by such agreement. It has been ascertained that the members of one association go so far as to fix a uniform cost price, leaving to each member to determine what per cent profit he will add, thus eliminating entirely competition insofar as affected by the cost of production.

"Furthermore, I have serious doubts about the advisability of the latter part of the sixth paragraph. I can see no objection to co-operative advertising designed to extend the markets of the particular article produced or handled by the members of an association, but when the several producers or dealers use uniform trade labels, designs and trade-marks it seems to me the inevitable result would be a uniformity of price. Where two competing articles are advertised in precisely the same way and bear exactly the same label or trade-mark, it certainly would be difficult for one to be sold at a higher price than the other, although its quality may be superior. In a way, this is illustrated in the cement industry. There a standard of quality has been adopted. That is, it is necessary for all cement to comply with a certain standard, but in practice no manufacturer undertakes to make, or at least no one advertises that he does make, a grade of cement superior to that standard. The result is that there is no competition in the sale of cement so far as quality is concerned. It seems to me, therefore, that it would be well to eliminate the latter clause in paragraph six, to wit, 'and may the association engage in such form of promotion by furnishing trade labels, designs and trade-marks for the use of its individual members?'

"I can now see nothing illegal in the exercise of the other activities mentioned, *provided always* that whatever is done is not used as a scheme or device to curtail pro-

Fits the
Hand

A FAVORITE FROM COAST TO COAST

The "Success" Benzine Can

THIS benzine can has been on the market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

Made in Two Sizes
Pints and
Quarts

IN STOCK AT ALL SELLING HOUSES

American Type Founders Company

The Type You Have Been Waiting For—

Cooper Black

A bold Roman that is a Real Type—a strong and dominating design of noble character—a letter that lifts advertising above the mass and makes its message known with the compelling force of powerful expression [Designed by OSWALD COOPER to augment the COOPER SERIES recently cut by us]

IS READY NOW IN FOURTEEN SIZES

120·96·72·60·48
6·8·10·12·14·18·24·30·36

Write for Advance Specimen

Barnhart Brothers & Spindler

ORIGINATORS OF TYPES THAT TALK

Chicago Washington Kansas City Dallas Saint Louis Omaha Saint Paul Seattle

You can tell the kind of printing plant by the kind of typesetting firm it hires to set its composition.

Printing plants where quality and prompt service are first considerations patronize typesetting houses where similar ideals prevail.

The printing plant using the service of members of the Chicago Trade Composition Association is assured that its ideals are the ideals of the members of that organization.

Quality of workmanship and prompt service are part of the everyday equipment of the following Chicago trade composition plants:

UNION SHOPS

Albert Linotyping Corp. 422 S. Dearborn St.
 American Typesetting Corporation
 123 W. Harrison St.
 A-to-Z Typesetters 117 N. Wells St.
 Englewood Typesetting Co. 540 W. 63rd St.
 Kerr-Simons Typesetting Co. 732 Sherman St.
 M. & L. Typesetting Co. 4015 Ravenswood Ave.
 Mathews Typesetting Co. 626 Federal St.
 Moeller Typesetting Co. 162 W. Austin Ave.
 Quality Typo Co. 542 So. Dearborn St.
 Standard Typesetting Co. 701 So. LaSalle St.
 Superior Typesetting Co. 732 Federal St.

OPEN SHOPS

A. R. Buckingham 15 So. Market St.
 Chicago Typesetting Co. 727 So. Dearborn St.
 Empire Typesetting Co. 222 W. Ontario St.
 Kilgore Linotyping Co. 326 W. Madison St.
 S-K-H Typesetting Co. 149 W. Ohio St.
 Smith-McCarthy Typesetting Co.
 637-641 So. Dearborn St.
 Trade-Shop Typesetters 218 So. Clark St.
 Woodlawn Typesetting Co. 1221 E. 63rd St.

They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—
 Guarantee enough!

duction or enhance prices, and does not have the effect of suppressing competition. It is impossible to determine in advance just what the effect of a plan when put into actual operation may be. This is especially true with reference to trade associations, whose members are vitally interested in advancing or, as they term it, stabilizing prices, and who through the medium of the associations are brought into personal contact with each other. Therefore, the expression of the view that the things enumerated by you, with the exceptions stated, may be done lawfully is only tentative; and if in the actual practice of any of them it shall develop that competition is suppressed or prices are materially enhanced, this department must treat such a practice as it treats any other one which is violative of the Anti-Trust Act.

"Yours sincerely,
 "H. M. DAUGHERTY, Attorney General."

Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

Linotype Composition for the Trade

**Chicago
Typesetting
Company**

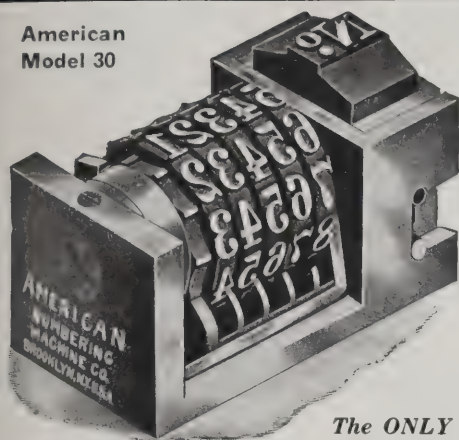
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Harrison
883*

We make a specialty of making up
 Newspapers, Periodicals, Catalogs
 and Books for press or electrotyper

We are prepared to give the
 highest quality of work.

DAY AND NIGHT SERVICE

Fourth Floor 727 S. Dearborn St.

American
Model 30

PRICE REDUCTION

	Former Prices	Present Prices
Standard Model 30 5 wheels.....	\$20.00	\$16.00
Standard Model 31 6 wheels.....	\$22.00	\$18.00

No change in construction. Same machines throughout that sold for much higher prices.

ALL DEALERS
SELL THEM

Your chance to buy
the world's standard
Numbering Machines
at greatly reduced
prices.

American Numbering Machine Co.

220-230 Shepherd Avenue, Brooklyn, N. Y.

BRANCH: 123 W. MADISON STREET, CHICAGO, ILL.

The ONLY TYPOGRAPHIC NUMBERING MACHINE with Cold Rolled Steel Case

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

Average Loss in Percentages for Spoiled Work

THE question of the average loss in percentages for spoiled work, is a question which is agitating many proprietors and members throughout the country. The research department of the U. T. A. has prepared a letter which it sends out as an answer to all such queries. This letter is as follows:

"We have figured this item on the basis of the total product of the plant reporting for the Statement of Summary Costs for three years past, and the figures were as follows: For 1918, .47 of 1 per cent; for 1919, .49 of 1 per cent; for 1920, .48 of 1 per cent.

"For the different sizes of plants for the year 1920, starting with the smallest, Class A, plants whose total expenses were less than \$10,000, at .45 of 1 per cent the amounts varied up to the largest size, Class H with expenses of over \$500,000, with .85 of 1 per cent spoilage.

—*Typothetae Bulletin.*

Who Am I?

"I AM the developer of the mind of children. As they thumb my inked pages, I teach them to spell, to read and figure.

"I am the life of the student and the breath of the scholar, for I have recorded and kept for them the wisdom of the ages.

"I am the church. In hymn, psalter and prayer I lift up my voice unto the heavens.

"I am music. Without me, the harmonies of the masters could not be heard and enjoyed by all, and the ear of genius tuned.

"I am art, and I am architecture.

"I am the spirit of business, of banking and of finance.

"I am the telegraph and the cable, for I record the happenings throughout the world.

"I bear the tenderest messages of affection from loved one afar to loved one at home. I carry the consolation of friendly sympathy to those who mourn.

"I am the law, for without precedent upon me stamped, the scales of justice would not keep an even trend.

"I hold the plighted word of nations. It was because

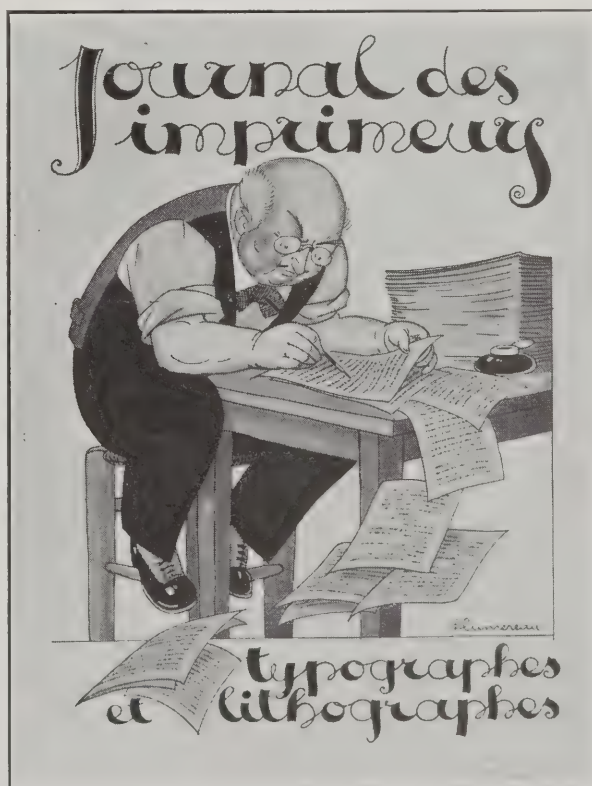
I was dishonored and trampled under foot that mighty armies unsheathed the sword in my defence, and thousands sleep in Flanders' fields where poppies grow.

"I am knowledge. Into the remotest places do I bring report of happenings throughout the world. The hovel and the palace alike hear my voice, and the dweller of the hovel becomes a ruler of men, and the dweller of the palace falls from high estate.

"I am one of the foundation stones of civilization.

"My name is Paper."—*Caxton Magazine.*

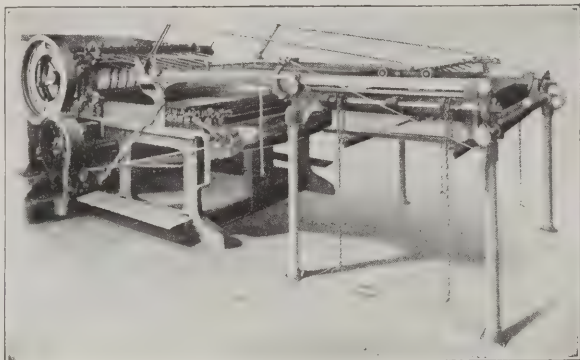
A French Proof Reader as He Looks to a French Artist



—Cover from the Journal des Imprimeurs, Paris.

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A Printer-Artist from Copenhagen

Continued from page 14

he went back to Chicago, where he has been ever since.

In Chicago he did commercial work, and was for a time in the art department of the magazine *System*. Throughout all his experience, he considered engraving as merely a step to printing; his ambition to become a master printer never had left him, and now it was strengthened. It was not long before he took the step, long-threatened, and cut himself adrift from "entangling alliances"—all, that is, except the happy one that had nothing to do with printing.

With a small hand press and two fonts of Danish type, he began to print in the basement of his home. At first he printed cards for his friends, little gift cards commemorating birthdays and holidays and other happy occasions, and it was not long before he extended his line and was printing booklets. In all these private undertakings his woodcuts figured, and rapidly he became known for his brilliant colored poster woodcuts. The hand press stood for it all, and cried for more.

About this time he began to exhibit his woodcuts at exhibitions, and his name began to mean something. The Danish newspapers took him up, then the American press. He became a popular figure in those art circles which numbered among their outstanding figures the younger and more daring spirits working in the several departments of art.

Opens Printing Shop

The bigger step was taken only last year. He boldly entered the "printing game," in a shop at 2103 North Halsted street, which he still occupies. To begin with, he bought a Multicolor press, which, with an attractive sign in the window, was about his whole stock in trade at the outset. To be sure, he had enough type to devise a handsome circular or an artistic program for a church concert; but his idea was as much as possible to avoid hand composition for such jobs. So Linotype composition was done outside the shop, and the metal was delivered for his use. He frankly confesses that his greatest surprise was his first "repeat" order. But his jobbing business was a success from the outset, and after a few months he entered into a partnership with Adam Lunoe, a young Dane, then in Chicago, who had been a school-mate in Copenhagen. The partnership obtained until recently, when Lunoe sold out to go back to Denmark, and the firm of Hinrichsen & Lunoe again became—Steen Hinrichsen.

Publishing always had attracted this ambitious young man and, as has been seen, already he had published books in a small way. Now a new idea possessed him, and he began to circulate among the art groups and preach the gospel of an artists' publication. This activity brought to light a curious circumstance; wherever he went, it developed that a similar idea had been turning over in someone's head for a long time. If all these nebulous ideas had borne fruit there would have been about as many art journals in Chicago as there were artists. As it happened, no one of the artists approached ever had gone far beyond the delightful thought. Steen Hinrichsen's enthusiasm fired the train, however, and active steps were taken to unite all this thought and talent in one publication.

In the midst of this intellectual excitement, a group of young men, most of them writers, approached Mr. Hinrichsen on the same general subject—a magazine to embrace and represent all of the fine arts. This looked like a solution of the idea, and he became the publisher of

Youth, whose first number appeared on the stands last October. The connection was not happy, however, and after the initial issue had been printed and distributed Mr. Hinrichsen withdrew, determined to go ahead with his original ambition for an art journal along the lines of his own thought.

In the wide circle of friends he had made were three young men to whom he now turned, Hi Simons, Mitchell Dawson and Vincent Starrett. Simons, a newspaper man, and Dawson, a lawyer, both were (and are) poets of the modern persuasion. Their idea was that the difficulties in the way of magazine publication were numerous, but both were convinced that the "pamphlet idea" was workable, and with the German pamphlets as models they suggested a series of publications, each complete in itself, and each introducing to the intelligent public either a new and important artist (or poet, or composer) or an old artist whose work unjustly had been obscured either through ignorance or prejudice. Mr. Hinrichsen liked the plan, and the *Musterbook* was the result; the title was derived from a line in "The Duchess of Malfi":

*"No employment, my lord;
A marginal note in the musterbook, that he is
A voluntary lord."*

Musterbook I reproduced some of the amazing and cynical cartoons of George Grosz, the Dresden caricaturist, with an introduction and interpretation by Hi Simons; and it was a sensation. *Musterbook II*, which has just come from the press, is called "The Magpie's Shadow," and is a collection of poems in a new form by Yvor Winters of Evanston and Chicago. The program of *Musterbook* house, a company comprising Messrs. Hinrichsen, Lunoe, Simons and Dawson, is an ambitious and daring one, and



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Ben Franklin Monthly

440 S. Dearborn Street - Chicago

few movements have attracted wider attention from those persons interested in the future of Chicago's artistic life.

Almost coincident with the appearance of the *Musterbook* appeared *The Wave*, a new idea in magazines. This journal was the result of the dreams and planning of Messrs. Hinrichsen and Starrett—a monthly magazine without a set policy and without an axe to grind. As its editor—Starrett—wrote in the first number, the subject-matter of a manuscript should receive the least consideration; a contribution should be required to pass only two tests, "excellence of form and adequacy of treatment."

Obviously, this elastic "policy" lets down the bars in one quarter while it puts them up in another, and the first number of *The Wave* was an event. It was greeted by flattering praise from press and public, while the second number proved that the first had not been an accidental success. The format of both the *Musterbook* and *The Wave* has drawn as high praise as the literary and other contents of those publications, and for this Mr. Hinrichsen is wholly responsible.

Enlarges Plant

With the enlargement of Steen Hinrichsen's intellectual horizon there has been a corresponding enlargement of his shop. Reorganization is still in progress, under the eye of an efficient and experienced printer, and new equipment monthly is being added to the shop's ensemble. In the center of the activity stands the original Multicolor press, on which has been printed every page of every number of every *Musterbook*, and of every issue of *The Wave*; and in addition it turns out quantities of catalogue work for the bookstores, and similar productions. All work except Linotype composition is done in the Hinrichsen Print Shop by Mr. Hinrichsen and his sister, Miss Inger Hinrichsen, with an occasional helping hand (at the lesser duties) from the "voluntary lords" who are associated with them in the work of publication. For all of it is more than a successful business enterprise; it is also a labor of love.

All in all, the Hinrichsen Print Shop, at 2103 North Halsted street, is the center of a literary and artistic activity that is perhaps as interesting and significant as any forward-looking movement at present agitating Chicago. And the future stretches generously ahead, not only for those who love the artistic work which comes from Steen's hand, but also for Steen Hinrichsen himself, who, with new equipment, and an enlarged business outlook, may already call himself successful as a printer.

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Ben Franklin Monthly

Vol. XIX

Supplement to the March, 1922, Number

No. 6

Case Against U. T. A. Reopened

Federal Trade Commission in "Amended Complaint" Revives Controversy of 1919 in Two Charges. U. T. A. Confident.

THE old case of the Federal Trade Commission against the United Typothetae of America, originally launched in a complaint made by the Commission on September 25, 1919, has been reopened by an amended complaint issued by the Washington office of the Federal Trade Commission, dated March 1, 1922.

The original complaint, published in the *Typothetae Bulletin* for November, 1919, contained four distinct charges, as follows:

1. The complaint alleged that under the so-called "Three-Year Plan" the U. T. A. intimidated supplymen by publishing the names of those who contributed money to the furtherance of the plan, and so made it possible for members to discriminate in their purchases.

2. It alleged that the U. T. A., through its Trade Matters Committee, attempted to dictate to such supplymen the terms under which printers should be allowed to buy machinery and supplies.

3. It alleged that the Standard Cost System and Standard Guide were "devices calculated to establish a uniform scale of prices throughout the printing industry."

4. And it alleged that the U. T. A. had announced through bulletins and otherwise that the cost finding system had been approved by the Commission, whereas a letter from a commissioner (referring to a letter from Edward N. Hurley, written while he was chairman of the Commission) giving such endorsement had been disavowed by the Commission.

Original Complaint Answered

The original complaint was answered on December 8, 1919, by Nathan B. Williams, Washington, D. C., special counsel for the U. T. A. In the voluminous answer the charges were denied insofar as they referred to price fixing and coercion, and it was stated that the U. T. A. was largely an educational institution. In support of the answer, the Certificate of Incorporation and the U. T. A. Code of Ethics were quoted, together with a long discussion of the purposes of the organization and the effect which its activities had had upon ignorant competition through a lack of knowledge of costs. A large part of the constitution was also quoted in the answer.

At that time it seemed that the answer was so conclusive that the case would be dropped, for nothing further was heard of it. The case never came to trial.

Recently interest in the matter was revived by the decision of the Supreme Court in the case of the Hardwood Lumber Association. This matter was fully discussed at the January Meeting of the Executive Council of the U. T. A., at which time a statement was published stating the belief of that body that this decision would affect the status of the U. T. A. in no way whatever, as the cases were dissimilar.

Therefore, considerable surprise was felt in U. T. A. circles late last week when the headquarters office, each of 123 local associations and several individual members received the revised complaint, calling upon them to make answer in thirty days and to appear before the Commission in Washington on April 18 to show cause why the Commission should not issue an order calling upon the association to cease the practices alleged in the amended complaint.

Two Charges in the Amended Complaint

The new document has reduced the number of charges to two—that one cited in the original complaint in regard to the "Three-Year Plan" and the alleged intimidation of supplymen, and the charge that the Standard Guide and Standard Cost Finding System tend to fix prices in the sale of printing.

An abstract of the complaint follows: The document begins:

"UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION: SS.

At a regular session of the Federal Trade Commission held at its office in the City of Washington, D. C., on the first day of March, A. D. 1922.

Present:

Nelson B. Gaskill, Chairman
Victor Murdock
John F. Nugent
Huston Thompson

Commissioners

FEDERAL TRADE COMMISSION
v.
UNITED TYPOTHETAE OF
AMERICA AND OTHERS

DOCKET 459
Amended Complaint in the matter of the alleged violation of Section 5 of an Act of Congress approved September 26, 1914.

"The Federal Trade Commission, having reason to believe from a preliminary investigation made by it that the United Typothetae of America, its officers, its branch and affiliated local organizations and its members, all hereinafter referred to and who are all respondents herein, have been using unfair methods of competition in interstate commerce, in violation of Section 5 of an Act of Congress approved September 26, 1914, entitled 'An Act to Create a Federal Trade Commission, to define its powers and duties and for other purposes,' and it appearing that a proceeding by it in respect thereof would be to the interest of the public, issues this

amended complaint, stating its charges in that respect on information and belief as follows:

"PARAGRAPH ONE: That the respondent, United Typothetae of America, is a corporation * * *

Here follows a statement outlining the history of the U. T. A., its present organization, and listing its officers as follows: J. Linton Engle, Philadelphia, Pa., president; J. C. Acton, Toronto, Ontario, Canada, first vice-president; George K. Horn, Baltimore, Md., vice-president; B. F. Schriber (Scribner), Pueblo, Colo., vice-president; R. B. Nelson, Chicago, Ill., vice-president; Fred W. Gage, Battle Creek, Mich., treasurer; Edward T. Miller, Chicago, Ill., secretary.

123 Locals Named

Following this statement and the list of officers, appears a partial list of local organizations preceded by the inclusion of "some not known to the Commission." One hundred twenty-three local associations are listed.

The statement continues:

"* * * that there are approximately 5,100 persons, firms, associations or corporations engaged in the printing business and located in the various states of the United States, the District of Columbia and the Dominion of Canada, who are members of some one of the branch and affiliated local organizations of said United Typothetae of America, and by virtue of such membership in the branch and affiliated local organizations, are members of the national organization * * * and each such member * * * is hereby made a respondent to this complaint, although the names of the vast majority of such members are unknown to the Commission, and it is therefore impossible, without manifest inconvenience and oppressive delay, to designate by name all such respondents to this complaint. The following, however, are known to this Commission, and are:

Franc C. Sheiry, Washington, D. C.
E. F. Eilert, New York, N. Y.
Toby Rubovits, Chicago, Ill.
Earl R. Britt, St. Louis, Mo.
William S. Pfaff, New Orleans, La.
Bert Swezea, Seattle, Wash.

that said respondent, the United Typothetae of America, through its officers, its branch and affiliated organizations and its members, represents, directs and controls approximately 80 per cent of all the commercial printing business in the United States."

Printing Classed as "Interstate Commerce"

Paragraph Two includes a statement setting forth the facts that through the *Typothetae Bulletin* and other literature, the Typothetae Standard Cost System and the Standard Guide are promoted and that the business done by printer-members of the U. T. A. properly may be classed as interstate commerce "in direct and active competition with other persons, firms and corporations similarly engaged, who are not members of respondent association."

Paragraph Three outlines the operation of the "Three-Year Plan" and alleges that "coercive methods have been used by respondent to obtain subscriptions to said 'Three-Year Plan,' in that there were published and circulated by said respondent, monthly bulletins containing the names and addresses of subscribers in order that the employing printers could discriminate in the purchase of supplies required by them, in favor of those who had subscribed to said fund and against those who had not subscribed."

Paragraph Four contains a description of the Standard Guide and the Standard Cost Finding System, and alleges that they "are not merely systems of cost-finding, but devices, the intent and purpose of which are to establish a uniform scale of prices in the printing industry throughout the United States, and have a tendency unduly to suppress competition in the printing business in interstate commerce, and to create a monopoly directly affecting interstate commerce."

The complaint ends with a notice that the charges contained in the amended complaint will be heard by the Federal Trade Commission at its Washington office on the 18th of April, 1922, at which time the respondent may appear and show cause why it should not desist from the practices alleged in the complaint. Also the U. T. A. is required to file an answer with the Commission within thirty days. The complaint is dated March 1, 1922, and is signed by J. P. Yoder, secretary.

Local Secretaries Reassured

Since the amended complaint has been received by local secretaries throughout the country, telegrams have poured into the general headquarters offices at Chicago asking what to do. Each has been answered by an assurance that the U. T. A. will represent the local associations

and individual members in the matter and the opinion that there is no cause for intense anxiety.

The *Weekly Headquarters Letter to the Field*, issued every week by the U. T. A., carries this week a letter from Nathan B. Williams, special counsel, to Edward T. Miller, secretary of the U. T. A., as follows:

OPINION OF JUDGE NATHAN B. WILLIAMS, WASHINGTON ATTORNEY OF THE U. T. A., ON THE FEDERAL TRADE COMMISSION'S AMENDED COMPLAINT:

"Washington, D. C., March 3, 1922.

"Mr. Edward T. Miller, Secretary,
United Typothetae of America,
608 South Dearborn Street,
Chicago, Ill.

"My dear Mr. Miller:

"As you will recall, the Federal Trade Commission filed a complaint against United Typothetae in 1919.

"This was answered by a voluminous and detailed account of all of the activities of Typothetae on December 8, 1919. This answer so completely refuted the allegations made in the complaint of the Federal Trade Commission that no attempts were made to bring the issues to trial.

"The Commission has now issued an amended complaint against United Typothetae of America and its more than one hundred locals.

"This amended complaint contains only two charges:

"First, that Typothetae inaugurated a campaign known as the 'Three-Year Plan,' and that by publishing the list of contributors 'has intimidated manufacturers and dealers in printers' supplies, and has caused them to contribute to said fund against their will' and alleges 'that manufacturers and dealers in printers' supplies have been compelled to pay a bonus or gratuity as a condition precedent to the sale of supplies to members of respondent (United Typothetae of America) association.'

"Ancient History" Says Williams

"Second, the amended complaint further alleges that the 'Standard Price List' and 'Standard Cost System' 'are not merely systems of cost finding, but devices, the intent and purpose of which are to establish a uniform scale of prices in the printing industry throughout the United States, and has a tendency unduly to suppress competition in the printing business in interstate commerce and to create a monopoly directly affecting interstate commerce.'

"The first of these charges, that respecting the 'Three-Year Plan,' has, as I understand it, become ancient history, though, as was shown in the answer to the original complaint, it was never used in the manner charged.

"The second charge may give no concern for the reason that the Supreme Court of the United States in an opinion rendered November 14, 1921, in the case of Crescent Cotton Oil Company vs. the State of Mississippi, clearly pointed out 'that manufacture is not commerce' and proceed further to say that 'the fact, of itself, that an article, when in process of manufacture is intended for export to another state does not render it an article of interstate commerce.' Numerous decisions are cited in that case, and it is clearly a reaffirmation of the long continued position of the Supreme Court.

"Any jurisdiction of the Federal Trade Commission must be based on interstate commerce. As the production of printing is clearly not interstate commerce, no apprehension as to a successful outcome in this case need be considered.

"Very truly yours,

NATHAN B. WILLIAMS."

U. T. A. Must Answer in Thirty Days

As the situation now stands, the U. T. A. must make answer to the Federal Trade Commission within thirty days and may appear, if it so desires, before the Commission on April 18. If the trial examiners of the Commission consider the evidence submitted sufficient to warrant such action, it will recommend to the Commission that a restraining order be issued.

If such an order is issued, the U. T. A. will face the alternative of obeying it or filing an appeal from it. In this event the case will be heard by the Circuit Court of Appeals.

It is possible, of course, that the Federal Trade Commission, upon reconsideration of the case, will decide that the evidence is insufficient to warrant further action.

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Vol. XIX

APRIL, 1922

No. 7

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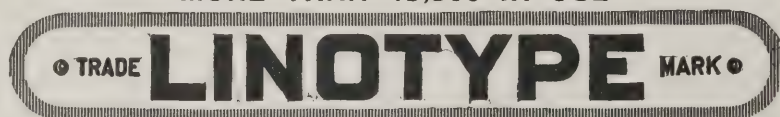
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Vol. XIX 20c the copy APRIL, 1922 \$2.00 the year No. 7
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CHICAGO PRINTERS AND SUPPLYMEN AT PLAY



Five Merry Men at Hot Springs, Ark.

Left to right: Harry Clements, R. R. Donnelley and Sons Co.; A. Wagner, National Printing and Engraving Co.; M. E. Hillison, Hillison and Etten Co.; James P. Roach, of James P. Roach Printing Ink Co., and Harry Mauss, of the Dexter Folder Co.

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Speed

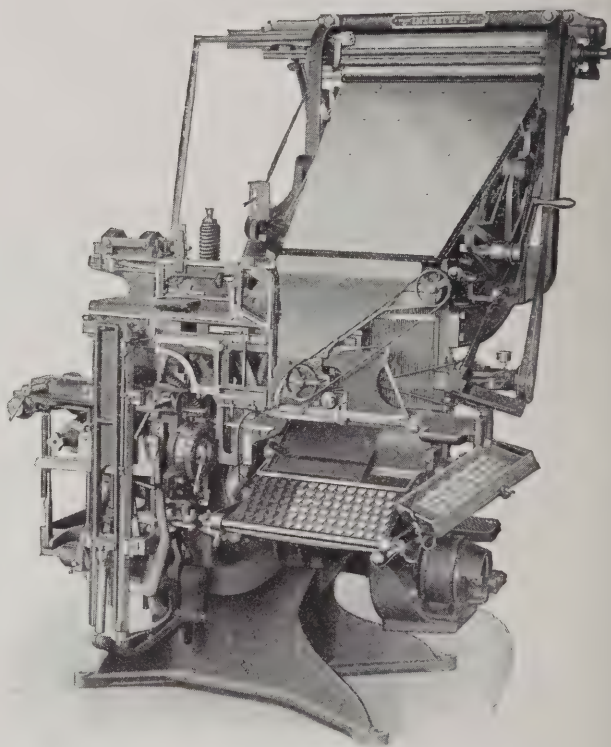
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P. & A. Photo.

AN UNUSUAL PICTURE OF THE FIRE WHICH DESTROYED A SCORE OF PRINTERS AND ALLIED TRADESMEN.

Fire Wipes Out Score of Printers

Blaze Which Threatens All Chicago Completely Destroys
Shops of Twenty-Seven Printers and Allied Tradesmen

TWENTY-SEVEN printers and members of closely allied trades, such as engravers, electrotypers and paper merchants, lost their entire plants, equipment and work in process early Wednesday morning, March 15, in a Chicago fire which threatened to repeat the tragedy of half a century ago precipitated by Mrs. O'Leary's cow.

The fire, the cause of which is still unknown, started shortly after midnight in a block which is just outside of the Chicago loop printers' district, bounded by Van Buren, Jackson, Clinton and Canal streets. Before the firemen had succeeded in controlling the blaze, the entire block was levelled, and a huge "fire-proof" building across the street from the main blaze was gutted by the flames which entered at the top story, and floor by floor, beat the firemen who were fighting a courageous but losing battle.

Following is a list of printers and allied tradesmen whose plants were completely destroyed:

Rosenow Company, printers and engravers.
Faishe & Dienhart Company, printers.
Bodee Printing Company.
Advertisers' Printing Company.
Union Electrotpe Company.
James H. Rook, advertising cards.
Libby & Sherwood Printing Company.
Illinois Electrotyping Company.
J. R. Palendech, publisher.
Lawrence & Kerwin, printers.
Winship Company, printers.
Charles E. Baer, printer.
William Ellinson, printer.
Crescent Printing Company, printing.
Blakely-Sternberg Printing Company.
R. F. Theart, paper ruler.

Bronson & Silcroft, printers.
Specialty Printing Company.
George Gregory, printer.
Frank Rosenthal, printer.
J. P. Leonard, printer.
J. O. Birrouski & Co., rulers.
Sterling Paper Company.
A. Busch Company, embossers.
P. and R. Envelope Company.
Bourke-Rice Envelope Co.
Mooney & Bueter, engravers and die manufacturing.

Half of Chicago's fire department was called out to fight the blaze, and every fire company in the city was moved during the course of the night, while hundreds of the best fire-fighters in the world, one of whom gave his life in the blaze, were fighting to save the city from annihilation. As the companies nearest the blaze were called out, outlying companies moved their equipment into the vacated fire barns and held themselves in instant readiness to respond to a call for their assistance. As this is being written, three days after the fire, several engines are still pumping water onto the smoldering ruins, which are still too hot for any thought of removing the debris and starting on the work of reconstruction.

Just west of the district which was destroyed lies the thickly populated business and tenement district of the west side, with its old frame buildings making excellent timber for the spread of a blaze. However, eight hours' desperate work on the part of the fire department removed all danger of the fire spreading in that direction.

Fortune favored the fire-fighters in that the Chicago river bounded the fire on the east, and a vacant lot on the north.



The Ruins and an example of how the Printers are coming back

It is difficult to forecast when or where most of the destroyed printing plants will resume business. The owners of the burnt buildings are already considering the erection of a modern hotel on the site of the ruin, which will, of course, make it impossible for the printers involved to reopen at their old places of business.

However, the spirit of the modern business man was exemplified by those who lost their plants in the promptness with which many of them began to make future plans. Witness the sign which the Rosenow Company hung out on the ruins of their old site as soon as they were able to get across the wreckage to do it. "Let's Go!" is the slogan which is activating the whole group.

While several engines were still pumping thousands of gallons of water into the ruins, Walter K. Tews, secretary of the Franklin Typothetae of Chicago, sent a letter to every member of the Chicago organization listing the names of the members of the Franklin Typothetae who lost their plants in the fire and asking the members if there were any way in which they could assist those in hard luck to resume business.

The next morning Mr. Tews was kept busy answering phone calls from nearly a hundred members who were ready with aid in various forms. Letters also came pouring in. As a result, several of those who were able to gather loose ends and get back to work managed to do so by the friendly co-operation of other members who turned a part or all of their equipment over to fire losers during part of the day or night.

The Winship Company, one of the largest of the plants that were completely destroyed, was also the first to make permanent plans for the new location. Within a few hours after the fire it had announced temporary headquarters at the offices of the Harris Automatic Press Company in the Fisher Building, and that same day leased new quarters in a large and modern building at the corner of Throop and Congress streets. Mr. Winship announced that some new equipment was already on the new premises and that the firm would be operating within a few days. The new equipment will include several Miehle presses and a Harris automatic offset press.

E. W. Mosher Company, 313 South Clinton street, another fire victim, is temporarily located at 111 West Monroe street, with Dwight & M. H. Jackson Company, printers' brokers.

Elleson & Company, victims of the fire, have taken permanent quarters at 426 South Clinton street.

The Lawrence & Kerwin Company, whose plant was completely destroyed by fire, is making temporary headquarters with the Gibson Engraving Company, 557 West Jackson boulevard.

Riten-Muller Company, a victim of the Canal street fire, is temporarily located at 430 South Green street with Geo. F. McKiernan & Company.

The Bourke-Rice Envelope Company has taken temporary headquarters with Bradner-Smith & Company at 175 West Monroe street, and is taking care of the trade as usual. The permanent location will be announced within a few days.

Hold Big Initial Dinner Meeting at Palmer House

THE Typothetae Association of Chicago, the Open Shop Division of the Employing Printers, held their first get-together dinner meeting for the year at the Palmer House, Thursday evening, March 2, at 6:30 p. m.

Ben. C. Pittsford, chairman of the association, officiated as toastmaster. He spoke briefly of the recent organization of various open shop employers among Chicago printers and allied crafts into an active working body with office headquarters, and employment bureau, secretary and office force to handle the hundreds of applications that have been received.

Mr. Pittsford announced the unavoidable absence from the city of T. E. Donnelley, president of R. R. Donnelley & Sons Company, pioneer Chicago Open Shop printers.

John W. O'Leary, former president of the Chicago Association of Commerce, and the "father" of the Citizens' Committee, took Mr. Donnelley's place on the speaking schedule. He told of the campaign to get rid of graft conditions in the building industry and forecasted the results it is hoped will be accomplished.

Robert J. Tufts, secretary of the Typothetae Association, made an interesting and detailed report of the work of placing 400 applicants in Open Shop positions. "We believe," said Mr. Tufts, "that there is a growing Open Shop sentiment among buyers of printing. We are planning to publish a directory of open-shop printers and allied crafts to bring the producer and consumer of printing products together."

C. C. Means, manager of the Trade Shop Typesetters, made a clean-cut talk on the necessity of co-operation between open-shop printers and the eight trade-composition houses which have recently gone "Open."

Joseph L. Strauss, of the Columbian Colortype Company, told some of the details of the recent open-shop movement among the eight large colortype houses. "We are operating our plants successfully on the open-shop principle," said Mr. Strauss, "and are turning out good work. We expect to stay 'open' from now on and to give our customers the benefit of whatever reductions in costs we can bring about by reason of freedom from arbitrary labor conditions."

J. M. Vollmer, secretary of the Employing Printers' Association of America, submitted some astonishing open-shop figures based on surveys made since the strike of last May. "There are now over a thousand printing plants 'open' that were 'closed' before last May," said Mr. Vollmer. "In the nearly two hundred typical cities on which our survey is based, the number of open-shop employes is over three times the number of union employes."

F. W. Smith, chairman of the Typothetae School of Printing, told of the necessity for printers training their employes and outlined the present method of free education for boys who want to become printers.

Prominent Missouri Printer Drowns in Sea-Plane Wreck

LAURENCE SMITH, of Kansas City, Mo., prominent in printing and trade composition circles, and his wife, drowned off the coast of Florida on March 22, when a sea-plane in which they were traveling from Miami to Bimini, fell into the Pacific Ocean.

Mr. Smith was the founder of the Smith-Grieves Type-setting Company of Kansas City and of the Western Envelope Manufacturing Company. He was also one of the founders of the International Trade Composition Association and was always very active in organization work. During the year 1920 he was chairman of the cost commission of the International Trade Composition Association and during 1921 was second vice-president.

In early life he was a Linotype operator and an organizer for the International Typographical Union. His whole history is one of unusual success from small beginnings.

With Mr. and Mrs. Smith were drowned Mr. and Mrs. August Bulte, also of Kansas City, and Mrs. J. S. Dickson, of Memphis, Tenn. The pilot, Robert Moore, was saved.

U.T.A. Answers Federal Trade Complaint

UNDER date of March 17, 1922, the United Typothetae has answered the amended complaint filed against that organization last month by the Federal Trade Commission. The answer is much shorter than the answer to the original complaint filed in 1919, and confines itself chiefly to a denial of the charges of unfair competition, says that neither the organization nor any other correspondents are engaged in interstate commerce and challenges the jurisdiction of the Federal Trade Commission.

Of the charge of intimidation connected with the Commission's mention of the "Three-Year Plan," the answer says:

"United Typothetae of America * * * denies that it * * * has inaugurated a campaign, the object of which is to collect assessments from manufacturers and merchants throughout the United States who sell paper, printing-presses, type, ink and other supplies to employing printers and from associations allied to the printing industry, the money so collected to be applied to 'alleged' educational purposes, but mainly to induce employing printers to use a uniform system of cost accounting and a standard price list, but alleges, on the contrary, that the design, conduct and use of said 'Three-Year Plan' and the moneys accumulated thereunder were for proper and legitimate educational-advertising activities."

Quoting Section 5 of the Act of Congress which created the Federal Trade Commission, the answer defines a corporation, in the meaning of the terms of the act, as a company or association incorporated or unincorporated, "which is organized to carry on business for profit," and on this ground denies the jurisdiction of the Commission.

Photo-Engravers' Convention to Be Held at Grand Rapids

GRAND RAPIDS, Michigan, has been chosen as the convention city for 1922 by the American Photo-Engravers' Association. The invitation to the executive committee which recently met in Cleveland was conveyed in a communication from the Photo-Engravers' Division of the Grand Rapids Printers' Organization, of which Oscar Tandler is president and Henry Allen, secretary.

The dates chosen are July 20-21-22. At this time Michigan will be at its best. The Hotel Pantlind, which is one of the best hostelrys in the country, will be the headquarters of the organization.

No efforts will be wanting on the part of members of the Grand Rapids organization to act as enthusiastic hosts. Already plans are being laid for a record entertainment for the visitors which are expected to number over five hundred.

The convention comes a month later this year than last. It will follow the furniture dealers' summer convention and visitors will have the opportunity of seeing a hundred per cent exhibition of the best furniture assembled in the country.

Secretary Louis Flader of the American Photo-Engravers' Association visited Grand Rapids on April first and conferred with the local division of the Typothetae on the general plans for the convention, which is one of the best in the graphic arts and always very largely attended.

As was the case in Cleveland last year, one of the features of the convention will be an exhibition of machinery and trade appliances.

A recent mailing from the Gaw O'Hara Envelope Co., Chicago, bore the following verse on the envelope, encircled with a line which ended in an arrow pointing to the address on the envelope:

"Mr. Postman, find this man!
If he aint there, do the best you can,
He may need envelopes — most men do,
So please do find him.—P. D. Q.!"

"Yours Is The World----"

By Gordon Jex

Assisted by Mr. Rudyard Kipling



"If you can watch the things you
gave your life to

broken

and stoop and build 'em up with
worn out tools—

Your's is the world and everything
that's in it—

and---which is more---you'll be a man, my son."

Let's Get The Cost Down First

Advertising Typographers Tell Advertising Agencies That the Path to Reduced Costs Lies Along the Road of Co-operation

By FRED S. BERTSCH

Chairman Ways and Means Committee

YOUR request for an investigation into the cost of advertising typography in Chicago, and for a report suggesting ways and means of reducing this cost, is welcomed as the first tangible and

authoritative expression of a desire on the part of your organization to co-operate with us on matters of mutual interest. The methods by which the data showing the cost of conducting our operations are kept are recognized by all authorities as accurate and complete—they are, in fact, accepted as models for other industries to follow.

It is fundamental that satisfactory and permanent business relations are built upon confidence and mutual understanding. We wish to establish your faith in us, and through you, to secure the confidence of those whom we both ultimately serve—the advertiser.

We believe, also, that with confidence will come closer co-operation in the solution of problems in which we are both interested, and that the ultimate result will be the elimination of such practices as form a handicap to our efforts to render adequate and satisfactory service at a minimum of expense.

In the following section we show, first, the relative percentages of the various items which enter into the total cost of carrying on the operations of our plants as a group; second, the minimum wage scales for hand compositors over a period embracing the past eight years; third, the relative percentages and the actual hour costs in dollars and cents of producing composition in the plants of the members of our organization in the city of Chicago:

The following list of expenses shows, by means of percentage, the separation of the total hour cost in the hand composing room into its component parts (the figures represent percents and fractions of a percent and cover manufacturing cost, and do not include any material except in direct department expense, such as gasoline, rags, etc., necessary to the direct working of a department as a whole):

Payroll, 100%; rent and heat, 4.071%; light, .564%;

power, .020%; insurance and taxes, 2.459%; interest on department investment, 4.152%; depreciation, 9.979%; spoiled work, .604%; department direct expense, 7.518%; office expense, 44.749%; stock handling, 7.135%; shipping, 4.656%; selling, 15.662%; total, 201.569%.

Stock handling includes cost of handling plates of all descriptions, heat, rent, light, cartage, and car fare, wages, etc., for this department of the business.

Office expense includes office payroll, rent and heat, light, insurance and taxes, interest on department investment, depreciation, department direct expense, office stationery and postage, bad debts, spoiled work (such spoiled work as cannot be directly traced to a mechanical department).

Selling expense includes selling payroll, rent and heat, light, insurance and taxes, interest on department investment, depreciation, department direct expense, advertising.

These percentages are obtained from a composite statement of the printing industry covering forty-five and one-half million dollars of manufacturing costs in all kinds of printing plants, and, therefore, represent a very fair average. Applying these percentages to the average wage paid in Chicago, since last cost of living adjustment, May 1, 1921, it is possible to determine with accuracy the various items of expense in the plants of the advertising typographers in Chicago.

The following table shows

clearly the rise of the scale of wages paid composing room employees in Chicago during the period 1914 to 1921, inclusive:

	Per Week	Per Hour
1914.....	\$24.00	\$0.50
1915.....	25.00	.52
1917.....	27.50	.58
1918.....	32.50	.68
1919.....	36.00	.75
1919 Cost of Living Adjustment.....	41.00	.85
1920 Cost of Living Adjustment.....	46.00	.95
1920 Cost of Living Adjustment.....	51.00	1.06
1921 Cost of Living Adjustment (44 hours).....	46.65	1.06
1922 Arbitration pending for an additional adjustment.		

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A short time ago the western council of the American Association of Advertising Agencies met with a committee from the Advertising Typographers' Group of the Franklin Typothetae of Chicago and demanded a reduction of fifty cents an hour, and an additional fifty cents reduction in a few months.

The Advertising Typographers, always willing to be reasonable, answered that, although no possibility of this reduction was apparent to them, the matter would be given consideration and the agencies would be furnished with a report of present cost conditions as early as possible.

This meeting has led to erroneous statements in various journals that the reduction had already been granted. The typographers' report, prepared by a special committee on ways and means to reduce costs, practically all of which is reprinted here, proves conclusively that such a reduction is impossible at present, and in addition presents some very interesting facts about advertising typography.

—The Editor.

Helping the Workman to Save

Supervision of Investments and Co-operative Saving Plans Make More Satisfied and Better Workmen

By JAMES H. COLLINS

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THERE is a story of an Irishman who dug in a ditch all day for a dollar and a half, and on his way home stopped at a gambling house. Throwing all his money on the table he lost it at the first turn of the wheel.

"Aw, well — easy come, easy go!"

So long as a worker's job is uncertain and he may find himself on his way to another factory or another town tomorrow, he thinks of money in pretty much the same way, living up to his earning capacity as he goes.

But stabilize his job by the methods described in these articles, demonstrate that there is justice and humanity in management, broaden his viewpoint and his opportunities, and the next thing he will want to do inevitably, is save money. Income has been made regular, and that makes it possible for him to systematize his expenditure, allowing a margin for saving. If he likes his job, he will probably like the community in which he works, and want to take root in it. If a single man, he will marry and settle down. If he is married he provides a better place for his family to live.

The whole viewpoint fits right into thrift, life insurance, the purchase of a home and good personal management of money.

In this connection, the employer has opportunities to advise, at least, and to help, if he wants to go that far—as many of the largest corporations in the country are doing today.

In a Middle-Western industrial town, during the war boom, while rents were rising and fortunes being made in real estate, a slick promoter quietly got busy among the employes of a small factory. He assured them that they could make some easy money by purchasing a group of old houses, dividing them on the two-family plan, letting half to tenants, and practically getting their own rent free. A corporation was formed into which some of the workers put every dollar they possessed. The promoter made one payment on the property and disappeared with eight thousand dollars. Several of the workmen, officers of the corporation, were arrested, and one came near going to jail for technical theft of money that he had merely passed from a stockholder to the president.

Such occurrences are very common, and they show better than anything else how insecure are the savings of the average wage-earner. The manufacturer for whom these swindled people work knows most of them personally. A few words of advice from him would have scotched the real estate swindle in the beginning. His advice was not

asked for, however, and he knew nothing of the fraud until called upon to get his employes out of legal trouble.

Many a corporation now selling its own stock to employes on installments began doing so because employes asked the company to provide a safe place for their savings. An employer may hesitate at becoming a savings banker for his employes. Fortunately, it is not necessary for him to go that far if he doesn't want to. As an advisor, he may help employes select trustworthy banking institutions, help them become their own bankers, and facilitate thrift through payroll conveniences such as withholding a percentage of wages when requested, and attending to the routine of making deposits for them.

Most people know that they ought to save money. But they want to be put under some compulsion until saving becomes a habit.

In fact, they like to be taught thriftiness, just as they would be taught to read a blue print. The first thing to be taught in thrift is regularity. In purchasing installment goods, buying a home, subscribing to shares in a building and loan association or a credit union, people establish an obligation that requires regular payments. In making these payments, they get the thrift habit.

A group of loan banks lending money to wage and salary earners turns this trait to account. A borrower wants \$100, say, to buy some furniture. He gets the money from the loan bank, agreeing to pay back \$2 a week, which clears off the debt in one year. Instead of paying directly on the loan, however, he pays on a \$100 "investment certificate." At the end of the year he can use this investment certificate to pay off the loan, or may keep it, paying the loan separately if he has other funds. Experience shows that many borrowers prefer to keep the investment certificate which earns five per cent interest, or if this is not possible, they immediately begin buying another investment cer-



—Drawn by Gordon Jex.

"A few words of advice from the employer would have scotched the real estate swindle in the beginning."

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A Senator Turns Printer-Doctor

Senator Cartwright Offers a Panacea for Labor Troubles
Which Needs Considerable Dilution With Common Sense.

By Robert O. Ballou

“WHO Pays the Freight?” asks a headline writer in the *Ben Franklin Witness*, the bulletin of the Franklin Typothetae of Cincinnati. Going on, the *Witness* quotes Senator Cartwright as follows:

“No employer pays his employees. If he does he is going broke! Every employer adds the price of labor and services, and passes it on to the customer, and it goes on down until it reaches the man in the trench, the man with the hoe—and he pays. He can’t pass the buck! It doesn’t matter whether you are working under Bolshevism, Communism, Socialism, or I. W. W.’ism, labor pays its own wages. And when labor tries to pay itself more than the article is worth, then labor goes unemployed. Can we get that over to the workman? When we can, labor troubles will be over.”

No Inexhaustible Source

What the Senator doubtless had in mind is a misconception which no doubt is prevalent in the minds of workmen—especially in the employees of large corporations, that is, the belief that there is an inexhaustible source of wages from which their pay envelopes are filled. “The Company,” in the minds of all too many men, takes on the form of a modern Croesus, and “they’ve got lots of money” becomes the slogan of the trouble-maker.

The senator spoke well but not enough. Followed to its logical conclusion the senator’s thought would be something like this, “The secret of all labor trouble is high wages. Convince the workman that he is receiving too much for his labors and you have solved the labor problem.”

It is a sign of the times, and a sound one, that employers are clamoring for lower wages. It is part of the general trend toward an economic level which will make it possible for the man of slender means to live according to American standards of living—the highest standards, so far as the ordinary comforts of life go, in the world. With all of the other practices which should accompany lower wages (a close scrutiny of plant practices for waste and the elimination of it when found; a concentration of sales effort upon essential business; an absolute insistence upon routing methods which will take out of machines every hour of work which it is possible to put into them; and a willingness on the part of the employer to weather a temporary financial depression with his men) lower wages may actually accomplish a better condition of living among the workers—so long as they are not so low as to make decent living impossible.

Antagonism Plays Leading Part

It seems impossible that there is any danger of this latter condition among printing workers. But isn’t the tone of that statement—“When we can get that (the idea that when labor tries to pay itself more than it is worth, the laborer goes unemployed) over to the workmen, labor troubles will be over”—the sort of statement which antagonizes and makes the earnest worker feel that he is being misjudged?

The whole history of labor trouble has been one in which antagonism has played the leading part as incen-

tive. Always it has been a case of the employers damning the unions and the unions damning the employers, with here and there the wise man, sometimes hiring union labor exclusively, sometimes nonunion, and sometimes both, weathering the storm because he has been able to discuss things with his men instead of arguing with them, and because he has played the game four-square and selected for his organization only men who will play the same game with him.

Argument Is Not Discussion

There is a subtle difference between arguing and discussing. In the first, which is the favorite indoor sport of most people engaged in labor disputes, each party has the object of the prize-fighter—to knock out his opponent. There are few rules in the game. Statistics, equally valuable to either side, are displayed. Beautiful charts, which tie the costs of shoes, potatoes, houses and overcoats down to sheets of paper by little straight black lines and little wavy red lines, and little cross-hatched blue lines (but usually let the prices of such essentials as tooth-brushes, shoe-strings, movie tickets, railroad fares for the family gathering at Christmas time, and permanent waves, go sailing off in space) are displayed by the employer to prove that every one of his men should be capitalists, while he himself is suffering from extreme poverty and should, at this very moment, be receiving a pension from the government for supporting his workmen.

Whereupon the same kind of beautiful charts are produced by the workers which firmly convince everyone that the hand which drew the lines on the first chart were suffering from St. Vitus’ dance and that the lines just naturally went wrong.

And in the end, the question is settled entirely by the very conditions of which the charts should be indicative. If times are “good,” that is, if there is much business and many orders which must be filled—in other words, if the employer is dependent upon his workmen for the life of his business, employees win the argument and go back to work with some point gained, while the employer, slightly disgruntled, raises the price of his product, if competition will let him, and goes on as usual.

Economic Conditions the Real Arbitrator

If times are “bad,” and jobs are scarce, the employer holds the trump card in his hand and is given to playing it with a vengeance. The worker is dependent upon his particular employer. He cannot afford to dictate, or if he does, his dictation does not last long in the face of unemployment. Eventually the employer wins and the workman, with a feeling of “watchful waiting” in his soul goes half-heartedly back to work, either at his old job or in another.

But meanwhile (assuming that a strike has intervened) a fortune has been spent in union benefits to keep union workers and their families alive while the workers are entirely unproductive.

That is a bit of freight which is paid for whenever a strike occurs. It is useless to try to place the blame individually or upon any one group

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A Craftsman's Ideals in Practice

The Best Reason For Beautiful Printing Lies in the Fun That Can Be Gotten Out of Printing Beautifully.

By WILL RANSOM

WHEN a craftsman is asked to talk about his ideals, he is tempted to answer, "They aint no such animal," for he is so busy doing things that he has little time to wonder why he is doing them. But when he does stop to think about it, he realizes that there must be an ideal of some sort behind every human effort, a vision of what may be accomplished and a hope of falling not too far short of the intention. I find that a constant striving toward my ideals has evolved a certain viewpoint, a philosophy of life and work which establishes a relationship between dreams and accomplishment. So, if there seems to be too much philosophy in this article, it should be borne in mind that I am telling how certain abstract principles are made definitely practical. It's a big idea, if you get it; and, if you don't get it, it's a big idea anyway.

There is one basic reason for every human endeavor. It is designated in many ways, from "it comes natural" to "cosmic urge," but it is no more nor less than the thing a man is best fitted to do clamoring for expression. This impelling influence appears in various forms. It is joy in performance, or a driving energy, or the pioneer instinct which sets out an individual as a leader or teacher. Of these, joy is the simplest incentive, for everyone likes to do what he enjoys, and there is no craftsman worthy of the name who does not find his keenest pleasure in devoting all his energies to producing the best piece of work of which he is capable. The driving energy is a more powerful force. It is called, variously, genius or perseverance, inspiration or common sense, but it does keep a man moving, regardless of handicaps or weariness.

The pioneer instinct finds its fullest expression in broader fields, but, when it does function in a craftsman, he sets standards, hitherto unknown, for future generations. Such an one was William Morris, who, though knowing himself to be "born out of my due time," felt his pleasure and duty to lie in raising the standards of taste and discrimination in his contemporary public. Many artists and craftsmen, knowing not how well they built, have influenced the history of progress more than they realized when they were at work, but a true prophet knows his place and purpose.

My own incentive, in everything I do, work or play, is joy, no more, no less. Far from finding this world a "vale of tears," I am almost confused in the limitless number of amazing and amusing opportunities it provides. But there is one major interest that overshadows all the rest; it is concerned with the letters of the alphabet, their design, their individuality (they even have per-

sonality), and their marvelous uses. They can be as decorative as a mural painting or as inconspicuous as an humble bearer of epochal tidings. So I pursue a joyful way among their intricacies, which are many, finding them fascinating or perplexing, but never wearisome. Some of the driving energy may be mine, too, for I certainly keep moving, though, if there is any, it is well concealed behind the garments of joy. But one thing is certain, I have no idea of changing standards or reforming public taste.

The question may be raised that if everyone did the thing he most enjoyed doing, there would not be much work done, but that seems hardly reasonable. I believe that it is the privilege and desire of almost every man to be active, and he is certain to accomplish his best results in the work he most enjoys. But it must be made practical, for we are living among definite conditions which must be met on their own terms. So, to desire must be added knowledge, and to those, endeavor. No philosophy, no vision, no ideal, can be of benefit to the world or the individual unless it finds expression in the necessary conditions of every day.

My private press is only another phase of the work with letters. Constant association with them leads naturally to their ultimate expression, the printed book. Private presses have been founded and operated for a multitude of reasons, from a dilettante's hobby to commercial profit. I try to tread a middle ground, combining pleasure with trained craftsmanship, and with the hope that it may show a profit, in time. The practical printer will realize that I am not trying to teach him how to make money; this whole story is concerned with the joy of living and doing.

Because a craftsman's greatest privilege is to work with his hands, I do all the work on my productions, insofar as it may be possible. The type is set with due regard for the relations of letters to each other and their grouping in words and pages. When the full page is reached, the question of margins comes in and that is settled, not by rule, but by appearance. In a book, the pair of pages must be taken as the unit if the open book is to have balance.

Certain standards of relationship have been derived from past experience and improvement is still to be found on the practice of starting with an inner margin no wider than may be necessary to clear the roll of the back, increasing gradually through the top and side and becoming widest at the bottom, with room for the thumb to hold the book without covering any type. Many rules and reasons are given for these proportions, each of which



WILL RANSOM AT HIS PRESS

may be correct, but I think the question resolves itself finally into one of beauty, into a feeling of ease to the reading eye. I see no reason yet for offering a radically different arrangement as a substitute. Pages of poetry must be treated, in pairs, as individual problems.

An arbitrary type page must be discarded when it is necessary to face a sonnet with a quatrain or with one of the slender, ragged, modern forms.

Hand-made paper is the only logical selection for a book wherein quality and beauty are the first considerations. Good hand-made papers contain only the choicest materials, prepared and molded with painstaking care, and such papers have elements of individual attractiveness in texture and surface not to be found in machine-made sheets. They are hard to handle, but the result is well worth the effort. It is extremely difficult to secure a clean, smooth impression on the hard, unyielding, and sometimes uneven surface; impossible, in fact, unless the sheets are dampened and kept under a weight until the fibre is thoroughly soft but without any free moisture.

I use a hand press because I can control results better and easier with it than with any other. There is no sentiment involved; definite results are the only things that count. The time element is perhaps most important. Accurate register on deckle-edge paper can be secured only by feeding to points, and fitting two holes in a soft sheet of paper over a couple of elusive points usually takes more time than any fly-wheel will wait for.

Another very important consideration is the possibility

of using a heavy-bodied ink which can be manipulated only by the slow movement of a hand roller. And hard ink is a necessity. Soft ink, under the impression necessary to equalize the inequalities of hand-made paper, spreads beyond the outlines of the letters, changing the design, in some instances, materially. If type is chosen as it should be, for beauty of design, it is the design which should be printed; not a smeared approximation of it. In my opinion, the printer who likes light faced types because "they will stand the unavoidable thickening when printed on antique finish paper," would be of more value to the community and to himself in an automobile repair shop—if they didn't let him monkey with the machinery.

The selection of literary material is another matter. Most private presses have issued a great many reprints of the classics and the printer can have as much fun with them as with anything else. But, since my joy of living is in the present, I prefer to print things that are being done now, and I have in preparation several volumes by writers whose first appearances in books will be in my editions.

There is one unfortunate phase of ideals. The finished product is always so far short of the intention that only an incorrigible optimist can hope that the next job may show a little improvement. Being such an one, I still hope to turn out a book which will be a credit to the profession which is privileged to honor, as its patron saint, that master craftsman, Ben Franklin.

They Heard It Even In London!

English Printing Journal Comments Forcefully Upon Educational Efforts Among American Printers. Reviews Convention Report

AN INTERESTING review of the 1921 convention number of the *Typhothetae Bulletin* appears in the March issue of the *Caxton Magazine* of London. Even at that distance it was evident to those who read the book in England that American printers were becoming more and more interested in their apprentices, for the writer of the review immediately caught the spirit of education which permeated the Toronto convention. Here is the article in part:

"The annual report of the United Typothetae of America has just been issued. It contains the record of the last convention of this great federation of master printers, together with their findings of various committees and much other information. The whole volume makes over 200 double column pages, and every bit of it is interesting. It would well repay our trade leaders, both employers and employes, to give it careful perusal. After all, as the recent deputations from this country to the States have been telling us, the problems of both lands are practically the same. Conditions of trade are different, and methods of the readjustment of disputes are different, but these are not the chief considerations of the printing trade at the present hour. Great and far-reaching changes are taking place in our industry from month to month, and still greater ones are ahead, and it behooves all trade leaders to keep well abreast both of current changes and current thinking.

"The subject of education crops up everywhere in this volume. At the annual convention, throughout the entire

four days the subject of education was constantly foremost. More than ever before the close relation which exists between the problem of employment and the problem of education was shown.

"The educational trend of the convention was further emphasized by the adoption of resolutions on vocational education, on uniform apprenticeship laws and on apprenticeship training. The constitution and by-laws were amended with a new paragraph, showing that the aims of the Typothetae are 'to promote education in the printing trades by the instruction of apprentices; the preparation and publication of lesson sheets, text-books, and other like literature, the conduct of schools, the spread of information among its members, co-operation with institutions of learning engaged in vocational training, and to issue certificates of proficiency to students of educational courses.'

"Industrial education is today the principal theme in America. Employers, business managers, superintendents, thoughtful craftsmen, educators, economists, social workers, men and women in a hundred walks of life, have focused their attention with growing earnestness upon the problem. Discussions, proposals and theoretical and practical experiments are gradually leavening the great mass of American industrial life. Through it all runs a common conviction that something should be done—must be done—to educate the coming workers in a specific and direct way for the work they are to do. It is agreed by all . . . that industrial training is a paramount demand of our times."

A Frank Word from Engravers

Statement from Photo-Engravers' Association Discusses
in a Truthful Way the Cost of Making Photo-Engravings

AS A buyer and user of photo-engravings, you have probably asked yourself and others these questions: How much did photo-engraving prices increase during and since the war? Why did prices go up? What was the increase based upon? Why are not prices reduced now? If you asked these questions in one form or another, of the representatives of those photo-engraving establishments which either execute or solicit your orders, you probably received inadequate or unsatisfactory replies, which left you more in doubt than ever. No individual salesman or proprietor can possibly speak with understanding about any institution but his own. None can be expected to have at his finger tips statistical data covering the entire industry, all of which is essential for a complete understanding of the subject.

The American Photo-Engravers' Association, therefore, has undertaken the task of gathering and compiling the following data, which tells the story in detail and which will enable you to understand and deal fairly with yourself and those who serve you willingly and well.

During the period of the War and for about two years thereafter, the demand for practically every commodity, article and service was greater than the supply. This caused a sharp rise in prices and wages which had to be met by everyone.

No great complaint was entered, because all were in the same boat. Each one had to pay more for what he bought, consequently had to charge more for what he sold and in so doing, the circle of rising prices, wages and costs was completed.

The foregoing procedure is in strict conformity with economic law and altogether reasonable as long as rising costs and prices are consistently related, the latter based upon the former and productive of a fair profit and no more.

In periods of great excitement and when the established order of things is violently disturbed, excesses are always committed in the following orders: First: By those who are so situated that the very nature of the commodity they deal in grants them a monopoly, and who therefore can fix prices to suit themselves. Second: By those who, through combinations of one kind or another, emboldened by the examples set on every hand, control or restrict output in a manner to upset temporarily at least the law of supply and demand and thereby extract unusual profits.

Those commodities and articles mostly needed by the greatest number of people and which were the most difficult to obtain for any reason whatever, rose first and rose the highest in price. All others followed in accordance

with demand and supply and increasing cost of production.

As far as is known, nothing escaped the process of rising prices and rising costs.

It was during that period that the word "profiteer" came into general use, meaning one who took advantage of conditions to raise prices to a point so far above the cost of production as to net him excessive and unethical, if not illegal profits.

The rise in the price of sugar, one of life's necessities, from 6 cents to 35 cents per pound, was not due so much to increased costs or shortage of material as it was to speculation and profiteering. The present price of sugar is not due so much to decreased costs and overproduction, as it is to lack of borrowed capital needed to store and hoard the sugar and thus keep it off the market except at high prices. A competitive market is one in which those who have goods to sell, expend money and energy in trying to sell them at a price that nets a fair profit. In a restricted, controlled and monopolistic market those who control the goods, expend money and energy to keep the public from buying them at other than extortionate prices.

The commodities and articles in which the greatest amount of profiteering was encountered and the industries connected therewith, were considered as highly inflated, consequently were the first to "adjust" or "deflate" their prices and themselves. It is a well known fact that this "adjustment" or "deflation," viz., price reduction, was not an expression of righteousness, neither was it a voluntary act. On the contrary, it was the result of restriction of capital for speculative purposes, of supply catching up with demand and of the general refusal of the people to continue buying at unwarranted prices. When manufacturers, dealers and retailers found they could not sell at peak prices, they sold for what they could get, and as each class shaved down its profits, it first made a virtue out of necessity and then in turn joined the mob and howled for similar and even greater price reduction on every article, commodity and service it was obliged to buy and use in the transaction of business.

Isn't that the story of what we see and hear on every hand? It's a part of the world-wide effort to get back to normalcy. Unfortunately, most people have a double standard for, and attach a double meaning to, "normalcy." One standard for themselves and another for everyone else. The man who raised prices 200 per cent during the hectic period and has since reduced them 33½ per cent and thereby has cut his total raise in half but still maintains double the prewar price, feels that he has done his bit and is willing to let

A realization of the need for greater co-operation between photo-engravers and printers has prompted the American Photo-Engravers' Association to issue a booklet under the title, "A Frank and Truthful Statement Concerning the Photo-Engraving Industry." The statement fulfills the promise of the title and is worth the serious consideration of every printer.—The Editor.

Continued
on page 62

OFFICERS
GRAPHIC ARTS
CONVENTION

"B in Boston"

Aug. 28 to Sept. 2

1922

PHOTOS BY BACHRACH

1. Edward W. Calkins, President.
2. Joseph J. Dallas, Manager.
3. Fred A. Williams, Chairman Pub. Com.
4. John W. Power, Board of Directors.
5. John W. Fielding, Secretary.
6. John D. Babbage, Board of Directors.
7. Cecil H. Wrightson, Board of Directors.
8. Joseph P. Donovan, Board of Directors.
9. Harry L. Brigham, Board of Directors.

Who and What Will B in Boston

Boston Graphic Arts Exposition Will Exceed That of Chicago in Scope, Many Exhibits Already Planned

THE Graphic Arts Exposition held in Chicago last July was the seed from which future expositions will be grown. Boston took the cultivator and has gently nursed this seed to full growth, and now they are able to say, "What Chicago has sown, we shall reap." From an exposition of 30,000 square feet of working machinery in Chicago, Boston will produce a wonderful plant of over 100,000 square feet. This exposition will contain everything shown at Chicago, with the addition of a large department containing box making, a department for a printing exhibition, cloth and wallpaper printing machinery.

No pressman who desires to have complete knowledge of his business can afford to miss the Boston Graphic Arts Exposition, August 28 to September 2, 1922. Nearly all makes of cylinder and job presses with their numerous attachments for automatic feeding, imprinting, embossing, cutting and creasing will be shown in actual operation, in addition to mechanical overlaying, roller making, bronzing, form registering and other pressroom work. There will be expert factory and pressroom men ready and willing to explain everything shown.

The Exposition is held in connection with the annual convention of the International Association of Printing House Craftsmen. During the convention important talks will be given on all trade subjects. Any Craftsman who reads carefully the proceedings of the last convention will readily see that the convention is

a wonderful education in itself. The best speakers are secured to address the convention; speakers who would be hard to obtain at club meetings.

The Mechanics' Building, which contains 70,000 square feet of good exhibition space, has been secured for the entire week. In addition to space for exhibits, the building also contains a large and beautiful convention hall, so situated that it is free from all noise and confusion. This insures perfect quiet during the regular business sessions.

The headquarters of the Boston Graphic Arts Exhibition, Inc., the name adopted by the committee in charge and incorporated under the laws of Massachusetts, are in Rooms 908 and 909 Rice Building, 10 High street. So as to have an office in keeping with the exhibition, the committee selected one of the finest office buildings in the city.

The faces of the men who are directing the fortunes of the big Boston show are shown on the opposite page. Here is a thumbnail sketch concerning each of them:

Joseph J. Dallas, formerly assistant manager of the Boston office of the Lanston Monotype Company, is general manager of the Exposition.

John W. Fielding is secretary of the board of directors of the Boston Graphic Arts Exposition. Mr. Fielding is also editor and publisher of *The New England Printer*.

John D. Babbage, New England manager of the Miller Saw-Trimmer Company, is a member of the Board of directors.

Harry L. Brigham, superintendent of the Tolman Print at Brockton, Mass., a past president of the Boston Club of Printing House Craftsmen, is a member of the board of directors.

Edward W. Calkins, superintendent of the Southgate Press, is president of the Exposition committee, president of the Boston Club of Printing House Craftsmen and first vice-president of the International Association of Printing House Craftsmen.

Joseph P. Donovan, a past president of the Boston Club of Printing House Craftsmen, is a member of the board of directors. He is one of the owners of the Donovan & Sullivan Engraving Co.

John W. Power is a member of the board of directors and New England manager of the Philip Ruxton Company, Inc.

Fred A. Williams is secretary-treasurer of the Boston Club of Printing House Craftsmen and chairman of the publicity committee of the Graphic Arts Exposition.

Cecil H. Wrightson is a member of the board of directors. He is a trade Linotyper under the name of the Cecil H. Wrightson Company.

The widespread interest shown in the coming Exposition may best be exemplified by a list of those making reservation for space up to and including March first.

The list of reservations for space follows:

American Assembling Machine Company, American Writing Paper Company, Arnold Roberts Company.

Babcock Printing Press Mfg. Company, Barrett-Cravens Company, BEN FRANKLIN MONTHLY, Berry Machine Company, Bingham Bros., Blatchford Company, E. W., Brackett Stripping Machine Company.

Carter & Company, John, Carter, Rice & Company, Chandler & Price, Claflin & Company, W. H., Cline Electric Company, Collins Mfg. Company, A. M.

Dexter Folder Company.

Economy Baler Co., Erickson Linotype Tabular Machine Co.

Falulah Paper Company, Fielding Publishing Company, Forbes Lithograph Mfg. Co., Freedman Bros., Freeman, Frederick; Friel & Friel.

Golding Manufacturing Company.

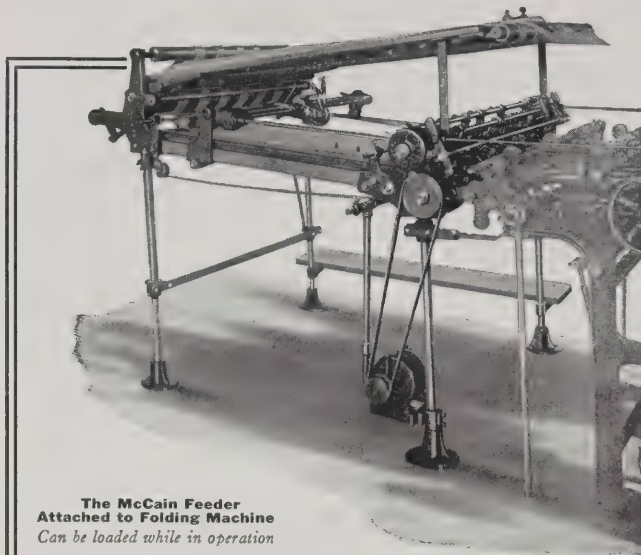
Hacker Mfg. Company, Ham, Arthur E., Hancock Perfecting Lineup Machine Co.,

 Continued on page 70

If you are a member of the International Association of Printing House Craftsmen, if you are an employing printer, if you are interested in any phase of printing processes, you are, by the very nature of things, interested in the Graphic Arts Exposition which is to be held in Boston during the last week in August.

This story is just a sketch of who and what will "B in Boston" during that week. But the main point of it is that—

*You should B in Boston.
—The Editor.*



The McCain Feeder
Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

*Linotyping
Monotyping
Type in Cases
Makeup, Lockup
Leads and Slugs
Quads and Spaces
Rules and Borders
Day and Night
Auto Delivery*

Kilgore Linotyping Co.

531-532-533 Hearst Building
Market and Madison Streets Chicago
Telephone Franklin 3091

LET US QUOTE YOU ON YOUR PAPER NEEDS



Certificate Bond

Certificate Bond is made by one of the largest manufacturers of bond papers in this country's oldest paper making center where the making of high grade stock is an art.

Certificate lies flat, is non-curling, it is finished both sides for printing, it has no equal for automatic feeding and is as helpful to the lithographer as the printer.

Compare it with any other bond at a similar price and you'll specify Certificate.

*Carried in Chicago in
twelve colors and white*

Send for a copy of our latest broadside of
CERTIFICATE BOND

**Messinger Paper
Company**

180-82-84 West Randolph St.
CHICAGO

TELEPHONE MAIN 2120
Six Trunk Lines

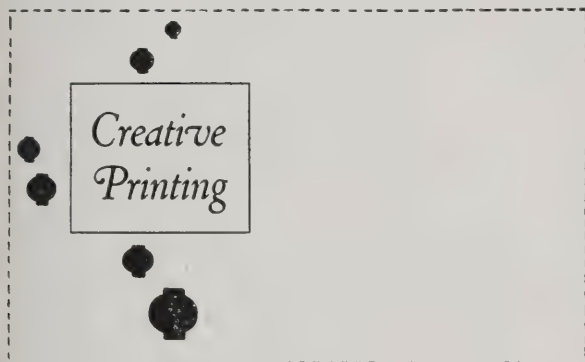
"ASIDE FROM THAT IT'S ALL RIGHT"

By WILL RANSOM

(Editor's Note: From time to time we are the grateful recipients of typographic specimens printed by subscribers to BEN FRANKLIN MONTHLY. Sometimes they are accompanied by requests for criticisms. Whether the request is there or not, it seems ungracious to let them pass without a word. We often want to say something about them, and so we decided to devote a page to that particular purpose.)

But we wanted someone who did not feel the natural prejudice in favor of our readers to say it, and we wanted, too, to have a typographic authority to say it. Fortunately, Will Ransom liked the idea and Will Ransom is going to talk about typography every month. He is already known to readers of BEN FRANKLIN MONTHLY, not only because of his work as a type designer, but also because of a story about him which appeared in a recent issue of this magazine, and a story by him which appears on other pages of this issue.)

THE OUTING SHOP PRESS, Grand Junction, Colo.—The "Creative Printing" card is a good piece of printer's publicity. Composition is good and forceful, but the presswork is a bit careless, especially on the red rule.



The original is in colors.

Try setting that word "Creative" again, using the narrower form of "v" and see if the word does not hold together better.

CENTRAL TYPESETTING & ELECTROTYPING COMPANY, Chicago.—Your folder, "Under One Roof," is an excellent example of an elaborate idea well executed. The only element that is out of proportion is the initial, which is both too large and improperly margined. In its present size, it is the most noticeable thing on the double page, but if it were seven lines deep (six might be better), it would fall into its proper place as a decorative feature. Initials should line, over all, with the top of caps and the base line of lower-case. The copy is excellent.

THE WRIGHT COMPANY, Chicago.—Your folder is attractively designed and well printed, but I had to look twice to discover just what your business is. If the cover had carried, in addition to the firm name, a line stating that you are "Artists and Plate Makers," the reader would reach your message inside with a clear idea of just what to look for. A firm name carries a definite idea to those who know it, but, for strangers, the statement cannot be too complete and definite.

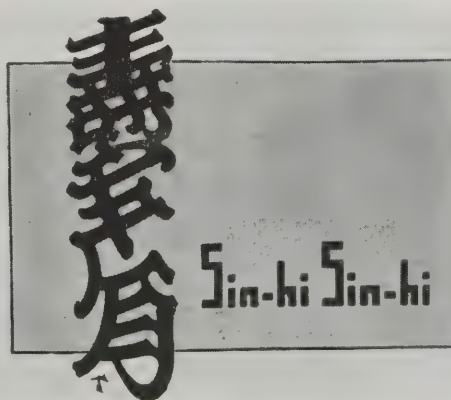
JAMES F. NEWCOMB & CO., New York City.—The booklet, "As Announced in Printers' Ink," is attractive and certainly carries the message of your personnel and organization clearly and forcefully. I admit a personal prejudice against the use of so much tint-block, but it is well done in this case. Both the creator and printer of this booklet are entitled to much credit.

NORMAN T. A. MUNDER & CO., Baltimore, Md.—Since it is your custom to turn out typography and presswork beyond criticism, the only field for a reviewer is consideration of the text. The brochure on "Permanency in Paper and Printing" contains timely and interesting information and presents a clear case for the Clarke Memoir Paper.

THE STANDARD TYPESETTING COMPANY, Chicago.—You are to be congratulated on your initiative in launching the new house organ, and on the excellent appearance of the first number. Is the tipped-on insert inside the front cover intentional or an afterthought? It seems to be crowded in as a by-product, but it also attracts attention strenuously, so it amounts to good advertising.

THE HUGH STEPHENS PRINTING & STATIONERY COMPANY, Jefferson City, Mo.—The booklet for the Still-Hildreth Osteopathic Sanatorium is very creditable. It is another proof that a plant which is equipped to handle all details of production is able to produce an effect of unity often absent from advertising matter that is accumulated from several different sources. The only noticeable defect is a certain flatness in some of the half-tones, which is apparently in the plates themselves, as most of them are sharp and clear.

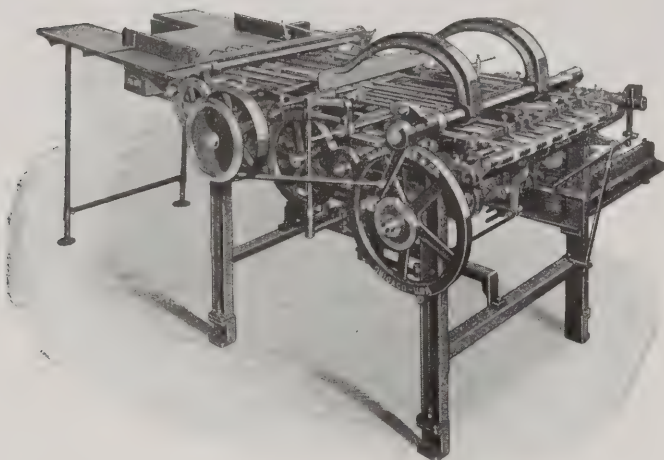
BRITT PRINTING AND PUBLISHING CO., St. Louis, Mo.—Good copy and excellent printing mark your Greeting Card for 1922. The only drawback is the shape of the orange decoration on the initial, which is out of proportion with both the type and paper-page. It is the more noticeable on account of the extremely short line which finishes the paragraph under it. An initial should be a decoration subordinate to the block of type forming the paragraph.



Front of a Greeting Card folder from the Britt Printing and Publishing Company, St. Louis. In the original the background is orange.

ANDERSON FOLDING

Assures Accuracy with Speed



BUILT IN TWO STANDARD SIZES:—

No. 110 range 6 x 6 to 22 x 28".....5 sets of folding rollers
 No. 310 range 6 x 6 to 25 x 38".....5 sets of folding rollers
 (Both machines designed for additional parallel folding rollers which can be added any time.)
 Simple adjusting grippers insure positive accuracy. Productimeter records exact sheet output.
 Easy to set for different folds.
 Feeding, is merely pushing sheets under drop roller.
 Built to stand up under a long stretch of continuous service, correctly folding 3,000 to 6,000 sheets per hour.

—Send for Details—

C. F. ANDERSON & CO.

BUILDERS OF

High Grade Folding Machines and Bundling Presses
 3225 Calumet Ave., Chicago, Ill.

Will Your Proof Press

Show the same impression on a single letter as it does on a full form?

If not, you need a

VANDERCOOK

Rigid Bed

Composing Room

PRESS

Manufactured and Sold only by

THE VANDERCOOK PRESS

VANDERCOOK & SONS

Originators of the Modern Proof Press

452-456 N. Ashland Avenue

CHICAGO

Totals From Manufacturing Census Given Out

A PRELIMINARY statement, subject to revision, of the totals for the United States from the 1919 Census of Manufactures has been given out by the Bureau of Census. The following table shows these figures for 1914 as well as for 1919 and the per cent of increase.

All Manufacturing in United States.	1914	1919	Per Cent Increase
No. of plants.....	275,791	290,111	5.2
Persons engaged in manufacture.....	8,263,063	10,815,883	30.9
Proprietors and firm members.....	262,598	270,003	2.6
Salaried employees.....	964,217	1,447,761	50.1
Wage earners (av. number)....	7,036,247	9,098,119	29.3
Primary horsepower.....	22,533,374	29,573,207	31.2
Capital.....	\$22,790,980,000	\$44,776,006,000	96.5
Salaries.....	1,287,917,000	2,893,046,000	124.6
Wages.....	4,078,332,000	10,545,905,000	158.6
Materials.....	14,368,089,000	37,380,124,000	160.2
Value of products.....	24,246,435,000	62,427,825,000	157.5
Value added by manufacture..	9,878,346,000	25,047,701,000	153.6

These figures show that the ratio of the wage bill to the value added by manufacture has changed very little from 1914 to 1919. In 1914 wages were 41.3 per cent of value added by manufacturing and in 1919 they were 42.1 per cent. This proportion has been fairly constant for some years. In 1899 it was 41.5 per cent, in 1904 it was 41.5 per cent, in 1909 it was 40.2 per cent. Salaried employees on the other hand show a loss from war conditions. The proportion salaries formed of value added by manufacture was 11.5 per cent in 1919 as compared with 13 per cent in 1914. This takes the salary item back to its 1909 proportion which was 11 per cent. In 1904 it was only about 9 per cent of the value added by manufacture.

The fact that the increase in number of persons engaged in manufacture from 1914 to 1919 was 30.9 per cent, while the increase in number of establishments was only 5.2 per cent points to a further development of the tendency towards large scale production which has been noted for some years. The very small increase in the number of the proprietors and firm members, only 2.6 per cent, is further evidence in this direction since this does not even keep pace with the increase in number of establishments, and we have evidently more and more establishments owned by stockholders instead of by proprietors.

—U. T. A. Industrial News Letter.

Summer Conference for Instructors in Printing

THE Department of Education of the U. T. A. proposes to conduct a conference for printing instructors during the coming summer for two weeks, from July 6 to 20. The sessions will be held at the U. T. A. School of Printing, 1500 E. Michigan street, Indianapolis.

This school possesses unusually favorable facilities for such a conference. It is one of the best equipped schools for printing in the country, with departments for hand composition, Linotype composition, Monotype composition, job press work, cylinder press work and bindery. This equipment affords an excellent opportunity for a study of problems relating to instructions in these various branches.

We'll Say It Does!

"GOOD Typography Pays," say the Advertising Typographers of America in a little advertising booklet which bears that title, and they say it so forcefully and with such good-looking type and type arrangement, that you would believe it whether you had before or not.

The booklet is a little thing of sixteen pages which came to BEN FRANKLIN MONTHLY from the shop of Ben C. Pittsford, Chicago. It's another evidence of the fact that the Advertising Typographers know how to advertise.

W.P.
Co.

*High Grade
Coated Book
and
Coated
Lithograph
Paper*

WATERVLIET PAPER CO.

MANUFACTURERS

COATED AND BOOK PAPERS

WATERVLIET, — MICHIGAN.

For Sale by Paper Merchants Everywhere

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO
Printers, Trade Compositors, located in the United
States and Canada

Editor	Phil A. Howard
Managing Editor	Robert O. Ballou
Advertising Manager	G. V. McCune
New York Manager	H. Lee Treadwell

BEN FRANKLIN PUBLISHING CO.

Phil A. Howard	President and Treasurer
E. P. Howard	Vice-President

CHICAGO
440 S. Dearborn Street
Telephone Harrison 6113

NEW YORK
27 Warren Street
Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month.
Subscription rate \$2.00. Single copies 20 cents
Foreign Subscriptions \$3.00

Was Someone Kidding Us?

WHO said that printers do not advertise? The accompanying illustration is a rather poor reproduction of what a pair of shears harvested from a single issue of *Printer's Ink Monthly*. At that there wasn't room in the layout for two or three printers' advertisements. These are all advertisements of men who realize that the way to boost the use of printer's ink is to use it themselves. And we would be willing to wager that these men who are using national publication advertising are using the direct by mail method heavily, too.

There is something besides the number represented here which stands out. It is the fact that this is good advertising. Take the advertisement of Marion S. Burnett. The first thing which appeals to the reader is the beauty of the typography and decoration, a beauty which is

worthy of the beautiful work for which the house of Marion S. Burnett Company is noted.

Then there is the ad of the Charles Francis Press of New York, which furnished food for the grey matter in any printer's mind. Perhaps you can't read it very well in the cut. Here it is:

"IF I WERE ROCKEFELLER"—

"The stoutish man in the checked suit was doing the talking. He sat in one corner of the Pullman smoking compartment. His listeners were all advertising men, homeward bound from a convention, and the chat had drifted around to printing and printers.

"If I were Rockefeller," he went on, shifting his cigar with a dextrous twist of the tongue, 'I think I would do something like this: I would take a good big printing job and send the specifications to each of ten different printing houses and ask them for bids.'

"One of the listeners interrupted at this point. 'I do that now,' he said with a chuckle, 'and I'm a long way from John D.'

"The stout man held up a hand in mute protest. 'I would not only send my specifications to ten printers, but I would place the order with each one of them on the basis of his quoted price. In this transaction there would be no disappointed bidder.

"Then I would have a careful record kept of the proceedings—the dates when the proofs were received, the number of revises needed before the final O. K. could be given; the charges for alterations; the dates when the books were received. At length all of the printing houses would have completed their contracts, and all exactly in accordance with the same specifications. Then would come the comparison.'

"He stopped for a moment.

"Believe me, boys," he said with emphasis, 'that would be some comparison.

"Afterward I would place the printed copies—one from each of the ten houses—in a glass case. Beneath each book would be the name of the printer who had produced it, his estimate, and a transcript of the transaction. And above the case I should have placed a brass tablet, on which would be engraved this fitting legend:

"You get what you pay for."

Another advertisement worthy of note is that of Wynkoop, Hallenbeck Crawford Co., of New York, which includes a chart showing the upward trend of their business toward the latter part of 1921 following a few depressing months. That chart is a hopeful sign for the whole printing industry and for all other industry to which printing is an index.

But doesn't the whole layout knock holes in the old bromide that printers do not advertise?

Keeping His Eyes Open

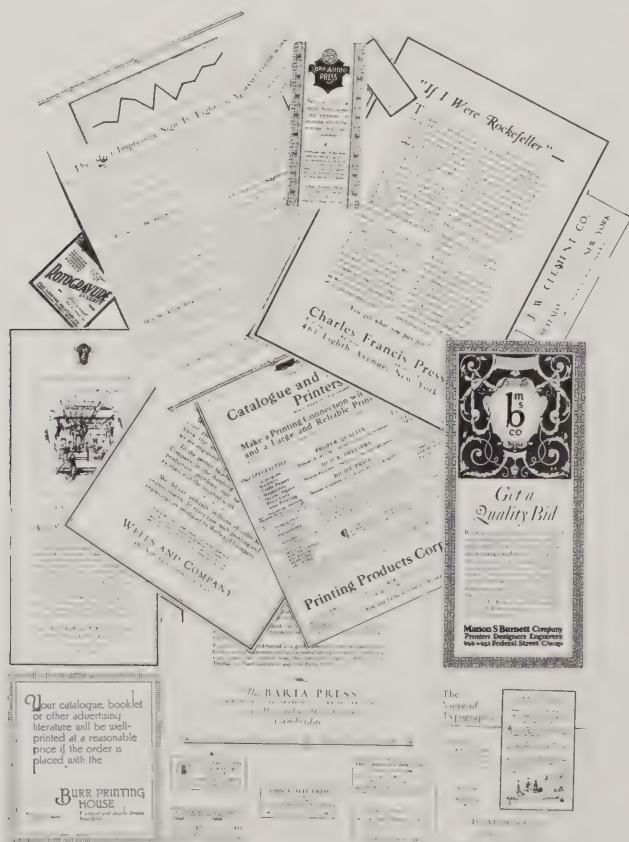
WHEN Martin Heir, lately secretary of the Grand Rapids Typothetae, stopped off at Chicago on his way to New York, N. Y., Namsos, Norway, and other points East, he encountered a printer friend who said to him, "Well, Martin, are you going over to teach the Europeans how to print?"

"Not by a darned sight!" said Martin. "I'm going over with my eyes open to learn a few things about printing myself."

And Martin is now in Europe keeping his eyes open. He has promised to write some articles for BEN FRANKLIN MONTHLY about the things which he sees there, and we are looking forward to them eagerly.

America may justly be proud of the magnitude of her operations, and of her progress in commercial ways. But as Americans we are much more apt to forget, in the rush of getting orders, making deliveries and collections, that there are still many interesting discoveries to be made in the matter of printing and engraving processes, and, be it much regretted, the average American printer can still learn a great deal about beautiful typography and presswork from the best of the European printers.

This is not an apology for America, who needs no apology. The best of the American printers are doing work today which equals the best of Europe. But Europe has had five centuries in which to become accustomed to



printing processes unencumbered by the bother of building a new country, and Europe has naturally profited by her greater leisure. She is not stingy with her knowledge either, and is willing that her younger friend, America, should profit by it wherever possible.

What have we gained out of all the waste and horror of war if not a friendlier relation between the older countries and the new? Why should we not say frankly, as Martin Heir did, that we are willing to keep our eyes open that we may profit from the practices of older scholars who have been in school longer than we have?

There are several good British printing trades journals, for instance. At least one of these should be on the desk of every earnest master printer in this country along with the journals of his own land. BEN FRANKLIN MONTHLY will be glad to send the names and addresses of some of them to anyone who is interested in them.

Booze, Newspapers and the Long Price List

SOMETHING over a century ago a wealthy wholesale merchant in London was bitten by the prohibition bug which had made its first descent upon Great Britain. It was the custom, in those happy days, for a buyer of merchandise to be royally entertained with bottles which came cool and dripping from the damp of centuries old crypts under the establishments of wholesale merchants.

In the cellars of this particular merchant there were many bottles. He was a connoisseur of fine wines and his hospitality made many friends for him and brought him much business. But, as has been written, he was bitten by a bug, and scratching the bite stimulated his mind. Thinking honestly, he decided that the one who had said centuries before that "Wine is a mocker; strong drink is raging," was right. And being an honest man and given to straightforward ways, he carried the many bottles of precious fluid which were in his cellars unto the curbstones of the city and emptied them therein.

His business gradually languished, was stricken with palsy, and died. Nothing daunted, the old man packed his belongings in several bandana handkerchiefs — or whatever wanderers pack their belongings in, and sailed for America, where he bought an option on land at the western shore of Lake Michigan. But twenty-five miles west of his option he suddenly found some good farming land for sale cheap. Being a man who was given to honest opinions and to following them, he followed his judgment again, let his option expire and bought the good farming land.

Today the land on which he had held an option is at the corner of State and Madison streets, Chicago, and today his great grandson is editing a trade journal and worrying not at all about the income tax. And so is he saved constant mental turbulence all because his granddad was given to honest opinions.

Two months ago the editor of a newspaper in the West decided to tell the truth in his paper for a month. The other day he came out of the hospital after eight weeks of painful recovery following his first issue. And so did he learn much of the ways of men at the trifling expense of eight weeks of pain and eight hospital bills, because he was given to honest opinions and to following them.

Two months ago the editor of BEN FRANKLIN MONTHLY wrote an editorial in which he mildly expressed the honest opinion that the Chicago plan of merchandising paper, in which the paper merchants issue a net list, but protect the printer by an agreement with him, was more feasible than the long price list as it is issued in Detroit. The following month a paper merchant who has issued the long list in some cities, sent a two-page ad to BEN FRANKLIN MONTHLY in which he made a statement concerning



A
Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

.....
A Trial Will Convince You
.....

**La Salle Paper
Company**
171-173 N. Dearborn St.
CHICAGO

Telephone RANDOLPH 3640

RANGER

COVER



*Leather Feel
Leather Looks
at the
Price of Paper*

CATALOGS and Booklets bound in Ranger Cover command instant and favorable attention.

The character and appeal that goes with a full leather binding is found in Ranger---at a price that makes its use practicable on large and small volumes, in large and small editions.

Manufactured by
HOLYOKE CARD & PAPER COMPANY
SPRINGFIELD, MASS.

Carried in Stock by
FIFTY PROMINENT PAPER DEALERS
LISTED BELOW

CITY	NAME	CITY	NAME	CITY	NAME
Albany	Hudson Valley Paper Co.	Nashville	Clements Paper Company	Seattle	American Paper Company
Baltimore	O. F. H. Warner & Company	New Orleans	E. C. Palmer & Co., Ltd.	Spokane	John W. Graham Paper Co.
Boston	Carter, Rice & Company	New York City	Bahrenburg & Company	Syracuse	J. & F. B. Garrett Co.
Boston	John Carter & Company	New York City	Beekman Paper & Card Company, Inc.	St. Louis	Mack-Elliott Paper Company
Buffalo	The Alling & Cory Company			St. Paul	E. J. Stilwell Paper Co.
Butte	Butte Paper Company	New York City	J. E. Linde Paper Company	Tacoma	Standard Paper Company
Chicago	Berkshire Company	New York City	Miller & Wright Paper Co.	Toledo	Blade Printing & Paper Co.
Chicago	Dwight Bros. Paper Company			Washington	O. F. H. Warner & Company
Cincinnati	Diem & Wing Paper Co.	Omaha	Field-Hamilton-Smith Paper Company		
Cleveland	Petrequin Paper Company				
Columbus	Diem & Wing Paper Co.	Philadelphia	Thomas W. Price Company		
Detroit	Beecher, Peck & Lewis	Pittsburgh	Alling & Cory Company		
Houston	Paper Supply Company	Portland, Ore.	Blake McFall Company		
Indianapolis	Crescent Paper Company	Providence	John Carter & Company		
Kansas City, Mo.	Kansas City Paper House	Richmond	B. W. Wilson Paper Co.		
Louisville	Diem & Wing Paper Co.	Rochester	R. M. Meyers & Company		
Milwaukee	Dwight Bros. Paper Company				
Minneapolis	Minneapolis Paper Company	Salt Lake City	Carpenter Paper Co. of Utah		
		San Antonio	San Antonio Paper Company		
		San Francisco	Bonestell & Company		

EXPORT

Hamilton, Ont.	Buntin, Gillies & Co., Ltd.
Toronto, Ont.	Brown Brothers, Ltd.
Montreal, Quebec	McFarlane, Son & Hodgson, Ltd.
London, Eng.	Lindenmeyr & Johnson Paper Co., Ltd.
Cuba and Mexico	J. L. N. Smythe Company
	Philadelphia

members of the National Paper Trades Association which seemed unwarranted to those who direct the fortunes of Ben because it was a personality directed at a small group of men, a group, incidentally, who have in the past done a great deal financially and in other ways not only for the U. T. A. as an organization, but for printers in general throughout the country.

And so the ad was refused. A revised one-page advertisement was submitted and printed in the March issue of BEN FRANKLIN MONTHLY, which those who are clamoring for the long price list probably read with many uncomplimentary remarks directed at us. And because of the advertisement and the incident of the editorial, there has grown up an unwarranted feeling that we are aligning ourselves with those who have not the interests of printerdom at heart.

Now it has become all the rage for trade journals to issue "a frank statement of policy." Frequently there is more "statement" than frankness in it. But frankness is always wordy. And ten to one these "frank statements" jump forcibly onto one side of the scales or the other, say with the greatest vehemence in the world that those who stand on the other pan of the scales are all wrong—are fools—are cut-throats—anything and everything under the sun except reasonable human beings. Whereupon a Calvinistic devil laughs in hell and gives a feed to all his little devils, because he knows that Sherman was right.

Perhaps this editorial has become as wordy as the frank statements referred to. But it is not because it is a statement of policy. It has aimed to be a narrative to entertain you and to make you realize how funny people are when they have honest opinions and refuse utterly to admit the possibility that the other fellow may be right—at least in part.

And here, since we must, is our own statement of policy. We are going to forget the long price list for awhile, except when there is some actual news about it, and let any of you fellows who care to, fight it out along whatever lines you wish if it takes all your lifetimes. Ben has other work to do.

Belief in advertising was shown recently by John P. Sutton of Tampa, Florida, whose home had been ransacked by burglars four times within the last four months. According to *The Fourth Estate*, he inserted an ad in a local paper addressed to the thieves and saying, "I have very little left worth taking. Please pass me up for awhile."

Linotype Composition for the Trade

OUR PRICES ARE ABOUT 20%
BELOW CHICAGO RATES

Work handled promptly and satisfactorily
Send for specimen book and prices

Lafayette Typesetting Co.

(Incorporated)

225 N. 5th, LAFAYETTE, IND.

Velvaton Book

English Finish

A paper rendered distinctive by the super-excellence of its half-tone printing qualities.

Ideal for catalogs, text books, house-magazines, folders, circulars and numerous other uses.

Write for samples and quotations

**Parker, Thomas & Tucker
Paper Co.**

520-526 So. Canal Street

CHICAGO

Telephone Wabash 2630

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging } Hangers
 } Maps
 } Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.

PHONE MAIN 621-2503

A FEW BOOKS FOR PRINTERS

IT IS a happy coincidence that this issue of BEN FRANKLIN MONTHLY, which contains an article written by Will Ransom and the first installment of his monthly feature page of criticism, is able also to review the first book published under his name at his private press, 14 W. Washington street, Chicago. Other books have been printed for other publishers, but here is the first volume at which Mr. Ransom may look and say, "This is the book of 'Will Ransom, Maker of Books'." And he may say it with pride.

The greatest interest which the volume will hold for printers, as printers, is the same interest which all craftsmen must feel in the work of such artists as William Morris and the other master-printers of the private presses. But there are also those among you who will love the book for its content—two score or more of poems by Oliver Jenkins, a young eastern poet.

The edition is limited to 245 numbered copies. It is printed on Whatman hand-made paper, medium octavo, bound plainly in paper boards by A. J. Cox and Co., Chicago, and enclosed in a slide case. It is number one of a *Series of First Volumes* of young authors which Mr. Ransom has in preparation. The type is American Type Founders Company's Garamond, which Mr. Ransom has chosen for its grace of design.

All of the work, except binding, and not excepting the beautiful title page design, was done by Mr. Ransom and his assistant, Edmond Hunt. It is a pleasing commentary on Mr. Ransom's personality that in the colophon he mentions Mr. Hunt's part.

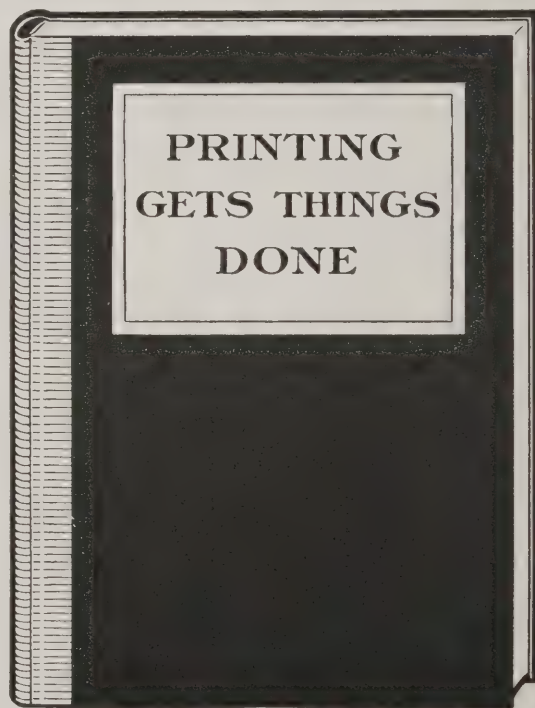
Altogether it is a beautiful piece of work, silently telling throughout of the high standards of craftsmanship in book-making which Mr. Ransom has set for himself. If you are one of those printers who takes joy in collecting beautiful specimens of the art which you follow, this little volume of sixty-four pages, called "Open Shutters," should be in your collection. But you will be fortunate if you secure one before the small edition is exhausted. The book sells for three dollars at Chicago book stores. For those who are not in Chicago the easiest way to procure a copy would be to send a check for that amount direct to Will Ransom at 14 W. Washington street, with your order.

Mr. Ransom has followed the precedent set by former master book makers in his modest publicity. An announcement of the work of his press in general and this book in particular has been sent out, printed as beautifully as the book is, on his hand press, and accompanied by an actual page from "Open Shutters."

Perhaps it is not out of place, even in a trade journal, to say just a word about the content of a book of poems. "Open Shutters" shows clearly that it is the work of a very young and very sensitive poet, and the poems are beautiful, as much for their youth as for any other quality. They are plainly the reactions of a boy to a world which he

is still trying to understand. If he successfully survives the pain of that effort to understand and become satisfied with the knowledge that he never will understand—when he is willing to believe happily that "Beauty is truth; truth beauty—that is all ye know on earth and all ye need to know," then Oliver Jenkins will write great poetry. And if that time comes, we hope that Will Ransom will still be publishing his books.

PERHAPS it is unusual to dignify a booklet which is published as a piece of advertising, by reviewing it on a page like this, but "Printing Gets Things Done," published by the Hammermill Paper Co., of Erie, Pa., is an unusual little book. Its chief value to printers lies in the fact that its less than a hundred pages are crammed full with ideas which the printer can turn to advantage in days of business depression.



Here are many little stories full of human interest which tell of individual cases in which printing actually did get things done, or in which the lack of printed forms was responsible for the fact that the things did not get done.

They are stories of the uses to which unusual printed forms can be put with profit by business houses of every sort, and are followed by examples of such forms printed, of course, on Hammermill papers. Incidentally, this is another evidence that paper makers are coming more and more to realize that the most logical way to advertise paper is through paper samples, just as the printer is realizing more and more that the one really logical way of advertising his work is by specimens of it.

"Printing Gets Things Done" is free to the printer who asks for it. And the wise printer will ask for it.



The mark of Will Ransom

AS FAR back as the history of industry goes there is a record of conflict between employers and the employed. Employing printers, who have been struggling along during the past year between the hell of labor conflict on the one side, and the high water of public demands for lower prices in everything, on the other, know that the printing industry is no exception to the general rule.

And of the making of many books on the subject there is no end. But when they are good books which contribute to knowledge and thought concerning the problems which every employer faces, as Mr. William L. Chenery's new book, "Industry and Human Welfare," does, they are always welcome. It is to be regretted that such books do not receive closer attention from the class of men whose struggles, successes and blunders in the past they concern. Perhaps a closer attention to scholarly research of the past and present in the field of industrial relations would automatically remove some of the other many problems of costs and business management which now seem to make attention to anything else impossible.

Mr. Chenery is a journalist, but this book of his is not an attempt to popularize a technical subject. It is rather intended as an addition to the material sought by that already large and increasing number of citizens who are concerned that industry shall be constructive and not destructive; that it shall promote the general welfare without injury to the workers; that the work of the nation shall be done by the natural and legitimate workers, not by children and invalids, and each part of it by those physically and mentally qualified for it.

The author outlines the social and economic conditions which were the unforeseen products of America's entrance into industry, and traces the gradual growth of the worker's protest against those conditions. He is not prescribing any panaceas, but merely offering to the social worker or general reader a reliable historical review of the elements which have produced the present American industrial situation.

The book is an addition to the Social Welfare Library published by the Macmillan Company of New York. The price is a dollar and seventy-five cents.

SINCE writing the short notice which appeared in the March issue of BEN FRANKLIN MONTHLY concerning Penrose's Annual for 1922, we have had an opportunity to become better acquainted with it and realize that we did not more than half do it justice.

It is natural for anyone interested in printing and book-making to look first at a book as a physical object with out regard to the content of it. When the whole making of the book has been so evidently attended by a desire for perfection as it was in the making of this annual, the fact stands out and makes a distinct addition to the pleasure which is part of owning such a book.

Doctor Butler, librarian of the Wing Foundation of the Newberry Library in Chicago, which is one of the greatest typographic libraries in the world, told an interesting story the other day about the effect which such printing had on a little book catalog. The catalog had been handed to him not only for its content but also because of the physical beauty which it possessed. It pleased

him so much that he put it aside for permanent keeping. It was several weeks later that, in looking it over, he discovered the imprint of Bruce Rogers at the back of it. The significance of his story is that he did not need to know that it was the work of Bruce Rogers to know that it had been printed by an artist. There is a lesson in this for everyone who prints advertising literature of any sort.

And in looking over Penrose's Annual, one need not be told that it was printed by master printers who loved beautiful book-making.

Among the many illustrations, those which stand out with the foremost for their beauty are examples of the work of printing students—the students of St. Bride Foundation Printing School.

There are many interesting technical and historical treatises, including chapters on "The Drying of Printing Inks," "Drying Printed Matter by Electricity," "Industrial Research," "Printers' Metals," "Theoretical Overlaying," and "The Work of the Private Printing Presses."

It is to be regretted that we have no such comprehensive annuals of printing in this country as those which are published abroad. But even though it is concerned chiefly with British printing, this book should be in the hands of every American printer. It may be obtained from the American agents of Lund, Humphries and Company, Ltd., of London, who are Tennant and Ward, 103 Park avenue, New York City. The price is four dollars.

—R. O. B.

Where ALL Bonds may be found

JUST how many brands of bond paper there are—that we do not know. But it is certain that a certain number of grades may cover all business requirements.

Midland
Papers are
Practical
Papers

You can simplify your buying effort and minimize experiment in your pressroom if you will confine the majority of bond purchases to Midland Brands.

In the several Midland Bonds will be found the pick of America's bond production, in a range of grades ample for all requirements and absolutely dependable.

The practical qualities and unvarying uniformity of these papers have earned the faith of Chicago's foremost users of bonds.



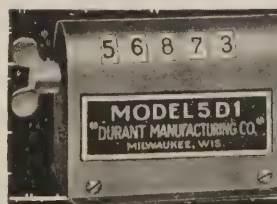
MIDLAND PAPER COMPANY
323 W. WASHINGTON STREET : CHICAGO

ARKIN CUTS FOR HOUSE ORGANS

Brighten up Direct Mail and Other Advertising

Send For 4 proofs

ARKIN ADVERTISERS SERVICE, Dept. A, 422 So. Wabash Ave., Chicago, Ill.



The Productimeter

A counter that's easy to read and will stand the racket for many years

Get our Bulletin #1

DURANT MANUFACTURING COMPANY
1147 655 Buffum St., Milwaukee, Wis

3 New Lines ADDED

Frankfold

¶ Frankfold Enamel is an extra No. 1 Folding Enamel; the body stock carries about 50% rag, which makes a long, even fiber, assuring you of a sheet that will fold without cracking. Especially adaptable for BROADSIDE folders requiring two or more folds, and high grade color work.

Reliance

¶ Reliance Enamel is a High Grade Satin White One Hundred Per Cent Casein Sized Enamel. Can be used with entire satisfaction with finest screen half tones, in black or colors.

Economic

¶ Economic Standard Enamel is a low priced High Grade Casein Coated Paper, that will meet the most exacting requirements of Halftone Printing. It is a trimmed sheet, thereby giving you the assurance of register.

Mill Department Service

¶ Our Mill Department is now in full running order under, the management of Mr. G. Lewis G. Williams who is in position to render valuable service.

¶ Our Mill Department is backed with a full line of Coated Super and M. F. Book paper in stock, which assures you of the same grade of paper for additional small runs on your orders.

¶ We want to serve you on all your requirements and ask you for the opportunity on your next order.

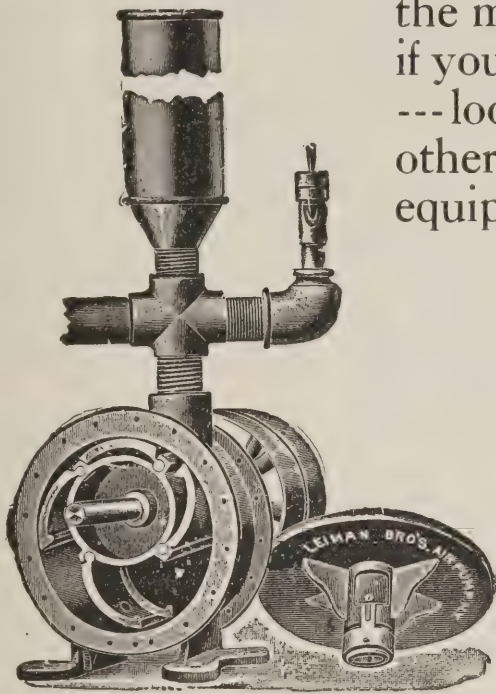
The Berkshire Company

Phone Wabash 0882

445 Plymouth Court, CHICAGO

Automatic Paper Feeding Reduces the Cost of Printing

But automatic feeding can be only secured by having a reliable feeder. There are many feeders of this kind on the market but --- do as you would do if you were buying a new automobile --- look to the heart of the feeder --- in other words see that your feeder is equipped with one of



Leiman Bros. Blower and Vacuum Pump
PATENTED

Leimann Bros. Rotary Positive Blowers and Vacuum Pumps

This is important because they take up their own wear --- which means that they will continue to give satisfactory service no matter how old they may be. If they didn't take up their own wear, then there would be internal leaks which would affect the feeder --- the paper wouldn't feed continually. These machines are made with precision in order to insure this exceptional service.

There are several hundred makes of air pumps, but these, that we make, are used by the world's leading manufacturers of feeders, folders and other classes of automatic machinery. THE SERVICE TELLS

Leiman Brothers

81-BE3-Walker Street
NEW YORK

MAKERS OF GOOD MACHINERY FOR THIRTY-FIVE YEARS

UNITED STATES AT LARGE

Pressmen employed by the daily newspapers of New York City have reaffirmed their acceptance of the award handed down by Federal Judge Martin T. Manton in his arbitration of differences existing between Web Pressmen's Union No. 25 and the Publishers' Association.

At the same time the pressmen voted to reject the working rules submitted to the union by the publishers, under the terms of the award, although, inasmuch as the rules have been posted, it was said by David Simons, president of the union, that the men would work in accordance with them for the time being.

In this connection the pressmen also voted to endeavor to obtain other working rules, which they feel to be more to their advantage, through Section 12 of Judge Manton's award, which provides for the taking up of grievances and similar matters through a joint committee of four, with the calling in of a fifth person to act as an umpire in the case of disagreements.

Negotiations between the publishers' association in New York City and the International Typographical Union for a new agreement on wages and working conditions to replace the contract which expires May 1 have struck a snag, according to a statement issued by the publishers recently.

The difficulty, the publishers say, centers around certain "inviolate laws" of the union which the workers have refused to arbitrate. Chief of these is the time honored "bogus" rule, which requires that all advertising matter set up outside the newspaper plant shall be reproduced in the plant of the newspaper within four days of the date the matter appears in print.

"This law," the publishers' statement says, "requires that intelligent men set type by machine and by hand; skilled men assemble the matter; trained proofreaders read it for errors and these errors be corrected, and, after all this is done, no use be made of the product of their labor but to throw it in the melting pot or distribute it—the human effort, time, and money being utterly wasted.

"This is one of the conditions which the union seeks to perpetuate by a refusal to

consent that its justice be passed on by an impartial arbitration."

The publishers contend that in the past all questions unfavorable to their interests have been submitted to arbitration, while questions deemed by the union to be unfavorable to its side were not submitted to an impartial body if covered in any of the union's "laws."

Publishers of newspapers in Troy, N. Y., have been asked for an increased wage scale by the typographical and stereotypers' unions, the new scale to take effect May 1, upon expiration of the present agreement. The men are asking for an increase from the present scale of \$37 a week for day work and \$40 a week for night work, to \$42 for day and \$45 for night work, with pay and a half for overtime. The publishers have countered with a proposal of a ten per cent reduction from the present scale. In case of no agreement before May 1 the case will be turned over to an arbitrator for decision.

The retail food index issued by the U. S. Bureau of Labor Statistics shows that there was a decrease of five per cent in the retail cost of food to the average family in January as compared with December. The average family expenditure for food decreased during the month from December 15 to January 15 in all of the 51 cities from which reports are received. The decrease ranged from ten per cent in Bridgeport to one per cent in New Orleans, and amounted to four per cent or over in most of the cities.

There was an increase of less than one-half per cent in employment in the paper and printing trades from December 31, 1921, to January 31, 1922, according to the Bulletin of the Employment Service, U. S. Department of Labor. Employment in the paper and printing trades decreased about 10 per cent from January 31 to October 31, 1921, and from October 31, 1921, to January 31, 1922, increased about six per cent.

A conference of all trade composition members of the U. T. A. within the Mississippi Valley states will be held at St. Louis, Mo., on Friday and Saturday, April 28 and 29. To this conference all Typothetae secretaries and owners of trade composition plants are invited. The first day of the conference will be devoted to the assimilation of a fine program of interest to trade compositors, while the second day will be spent in enjoying the hospitality of the St. Louis members.

John B. Gaines, frequently called "a second Marse Henry Watterson," because of his vehemence of convictions and editorial expression, recently died at Bowling Green, Kentucky, following an illness of a month's duration. For nearly half a century Mr. Gaines had been prominent in the newspaper business of the country. He was born in 1854 and established his first newspaper while still in his teens. Later he established and published several newspapers throughout the south and was active as a journalist up to the time of his illness.

A survey of the New Orleans printing industry under the auspices of the New Orleans Typothetae, has been completed. Included in this survey is a total of twenty-seven plants, representing an investment of \$823,400. The percentage of profit for the whole is ascertained to be 11.16 per cent on cost and 20.5 per cent on investment, which indicates a decrease of about 8 per cent over the profit realized by the industry in 1920, the yield of that year being 19.6 per cent on cost with an investment of \$950,000 on thirty-six plants. The profit from the investment itself amounted to 40.2 per cent.

The survey disclosed some rather startling results, inasmuch as the figures showed that there was an average decrease in sales during the year of 1921 over 1920 of nearly 4 per cent, while the average loss increased 15 per cent on the item of lost profits.

The annual mid-summer meeting of the Tariff Printers' Society will be held at Atlantic City, N. J., on Saturday, May 6th. A program is being worked up which will be of interest to tariff printers, and an invitation is extended to U. T. A. members operating tariff departments to attend the gathering.

Plans for the advertising convention to be held in Milwaukee June 11 to 16, are progressing rapidly, according to Carl Hunt, general manager of the Associated Advertising Clubs of the World. In a recent address before the Milwaukee Chamber of Commerce, Mr. Hunt stressed the value of personal contact at conventions and urged the advertising men of Milwaukee to plan a cordial welcome for the visitors.

H. R. Brice, former owner of the Brice Printing Co., at 118 South Second street, has sold the plant to Hubert-Friend Printing Co., who are opening an office in East St. Louis.

WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO. PRINTERS' ROLLERS and Tablet Composition Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.

This Section of
Ben Franklin Monthly
Is Printed on
American Writing
Paper Company's

ARRIVÉ HALFTONE
25 x 38 - 60

Carried in stock in the following sizes and weights:

Basis: WHITE				
25 x 38	50-lb.	60-lb.	70-lb.	80-lb.
25 x 38	50	60	70	80
INDIA				
25 x 38	60-lb.	80-lb.		
25 x 38	60	80		

BRADNER SMITH & CO.
175 W. Monroe St. CHICAGO

At a meeting of the executive committee of the National Association of Purchasing Agents held in Cincinnati, February 21, the following resolution was passed:

"Whereas, Anything that tends to increase the cost of commodities to the ultimate consumer is decidedly out of line with the spirit of the times, and

"Whereas, We, as purchasing agents, are endeavoring to curtail the cost of commodities and are therefore opposed to any increase in the price of materials purchased, therefore be it

"Resolved, That we oppose the adoption of the so-called long price list issued by the United Typothetae of America as applying to the sale of printing paper, for the reason that it tends to increase the cost of printing to the ultimate consumer."

C. H. Patterson, the new secretary-manager of the Cleveland Graphic Arts Club, was previously secretary of the Material Dealers' Association of Cleveland, a connection with the Builders' Exchange. He has been engaged in associational activities since his graduation from Hiram College, Hiram, Ohio, some fifteen years ago. He is also a graduate of the Cleveland Law School. He is not a printer but is well versed in organizational and associational activities. He is well known among business men in Cleveland and through his business connections has a host of friends in the commercial and associational world.

J. C. Partin, who has been secretary of the Richmond, Va., Typothetae for the past three years, has notified the International offices that he has resigned his position and will move to Parsons, Tenn., where he has purchased a hardware store. Parsons is the old home town of Mr. Partin, and he has been eager for a long time to get back there. Before going to Richmond Mr. Partin was in the office of the Detroit Typothetae. He is one of the strongest U. T. A. secretaries in the country, and one of the most popular with his brother secretaries.

A law aimed at bogus advertising has been passed in Wilmington, Del. It provides penalties ranging from \$20 to \$100 for each violation and makes the city authorities judges of the authenticity of any advertising statement.

The regulation concerning tax on admission tickets still remains in force, and is not affected by the new revenue act, with one exception, there is no tax on admissions of 10 cents or less.

The Typothetae Franklin Association of Detroit is using the cost systems in the plants of its members as an incentive to production efficiency by making the cost records show the weak spots. This function is a part of every good cost system. Secretary Gerking of Detroit is to be congratulated for getting the idea across to his members.

Gerald D. Woodruff, who has been for the last three years secretary of the Hudson County Typothetae, with headquarters at Jersey City, N. J., will return to Lincoln, Nebr. He will be succeeded by Edwin E. Salt, now director of the cost bureau. Mr. Woodruff will leave about the middle of May in order to assume the management of the Woodruff Printing Co., of Lincoln, in which he has always retained an interest. Before going to the Hudson County Typothetae Mr. Woodruff was organizer for the U. T. A. in New England and in the southwest.

Frank W. Sherman, director of the Department of Specialized Branches of the U. T. A., attended the second annual conference of the Second District International Trade Composition Association, held at the Hotel Gibson, Cincinnati, Ohio, March 17. Mr. Sherman addressed the conference on "The Association and Its Activities."

The dates for the annual meeting of the Southeastern Typothetae Federation are Friday and Saturday, May 5 and 6, 1922. The meetings will be held in the Convention Hall of the Chisca Hotel, Memphis, Tenn. The Memphis employing printers will put all the work and enthusiasm necessary into arrangements and preparation to insure a big meeting.

The members of the Typothetae of Milwaukee met in the Hotel Pfister on Tuesday, March 14, to learn the results of a re-survey conducted by their secretary, W. G. Penhallow, and District Secretary Jack Gillespie of the U. T. A. field force. This re-survey included the years 1920 and 1921, taken separately. Twenty-eight charts were shown, and the printed copies of the 1919 survey were distributed among the members. The surveys were shown in groups, and each group chart showed that the printers of Milwaukee were making a fair average profit on the cost of their product.

Erection of the proposed state printing office at Sacramento, Calif., is halted by the need of funds. The building is to cost approximately \$200,000 and \$60,000 must be added to the present appropriation before work can start.

Form 9-H of the Philadelphia Typothetae reports that the ordinance requiring the union label on all printing done for the city of Camden has been declared invalid by the supreme court of New Jersey. Also ordinances requiring the city printing to be done only in union label shops and that only newspapers carrying the union label be selected for public advertising are declared void and set aside. Justice Katzenbach, in handing down the decision, said: "It is in restriction of the rights of the public, and tends to a limitation of the general right of the city officials to contract for printing. It excludes all persons or corporations from contracting with the city, not of a specified class, which tends to create a monopoly and impose a possible additional burden on the taxpayers."

There was an increase of over four per cent in employment in the United States from December 31, 1921, to January 31, 1922, according to the report of the Employment Service, U. S. Department of Labor. The industries showing an increase in the number on the pay rolls of typical establishments were vehicles for land transportation, leather and its products, metals and metal products, paper and printing, food and kindred products, miscellaneous, liquors and beverages, and chemicals and allied products. Of the 65 cities reporting, 40 showed a net increase in employment from December 31 to January 31, and 25 showed a decrease.

Charles W. Arnold, newly appointed Typothetae secretary of the Springfield, Mass., Typothetae, was with the Birmingham Printing Co., Providence R. I., for eight years; the Rumford Press, Concord, N. H., eight years, and American Guernsey Cattle Co., four years.

George H. Schryer, now assistant secretary of the Philadelphia Typothetae, has sent in word of his resignation, to take effect April 1, in order that he may assume charge of the printing department of the Travelers Insurance Company of Hartford, Conn. George is probably one of the best known and most popular U. T. A. men anywhere. Some years ago he was secretary of the organization at Trenton, N. J.

The Boys' Club Federation, which has a membership of 140,000 boys in all parts of the United States, has elected a printer as their honorary chief, thereby adding one more title to the many which he now holds. Perhaps he is best known by the title of President of the United States.

High Grade Printers' Rollers

contribute an important part to first-class printing results.

CHICAGO ROLLER COMPANY

1432-1438 HAMILTON AVENUE
CLEVELAND

PHONES: MAIN 5340-CENTRAL 2911-W

554-570 W. HARRISON STREET
CHICAGO

PHONES: WABASH 2249-1967



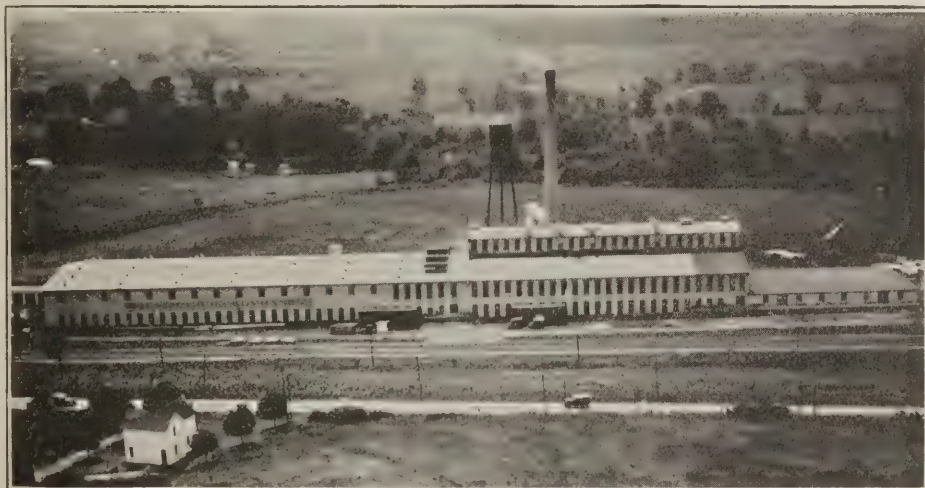
For almost 50 years the name HAMILTON on Printers' Furniture, Wood Type, etc., has been a guaranty of the *best* both in design and workmanship. Fifty years continually "at it" has taught us the "know how" which could be acquired in no other way, and our large output (we manufacture better than ninety percent of all such goods sold in the U. S.) insures a production at a cost which makes our sales price always reasonable, quality considered. *We know how! Ask any printer.*

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE



*This is the home
of the Rex Paper
Company,
Kalamazoo,
Mich., Makers
of fine printing
papers, as seen
from an
airplane*

Pride of workmanship makes the Rex quality so apparent in all printing papers the Rex Paper Company produces. Each paper maker in the above mill is proud to be associated with the Rex Company for each knows only the best of everything is used in the manufacture of Rex papers and Rex quality—his individual workmanship—will be recognized by any user of Rex papers any place.

Rex Paper Company, Kalamazoo, Mich.

Manufacturers of OFFSET AND COATED PAPERS

CANADIAN AND FOREIGN

New Typesetting Machine Invented in Finland

FROM Helsingfors, the capital of Finland, comes news of a new typesetting machine, the invention of a Finn named O. W. Pusino. Digging into the legends of the northland, which are full of all sorts of queer little creatures, Mr. Pusino has pulled out the name "Gnom," and applied it to his machine, perhaps because it is very small in comparison with our heavier American successes.

According to the brief information now available, the machine has a keyboard much like that of a typewriter, and is so small and light that it may easily be moved from one part of a plant to another.

The "Gnom" can be worked with any type having a lengthwise slot of not less than one millimetre cut in the base of the stamp. The types are inserted in a magazine, and lie astride of thin rules. On lightly touching the key the particular letter is sent sliding down the rule, by gravity, and falls into its proper place in the line of type being set. A lever, similar to that found on ordinary typewriters, fixes the length of the line desired. As each line is finished, it is automatically clamped into a solid whole, before it slides down into the lifting slot. Corrections are made by unclamping, and substituting the correct stamp.

The new machine is made in three models, viz.: (a) for newspaper and book setting; (b) for use in small printing offices, having only hand-presses; and (c) for office use. Model A is a solidly-built machine, with magazines of a containing capacity large enough for an average eight hours' working. The magazines of this type have eight rules, each of about 120 centimetres length; as one rule is unloaded another slips into place. The re-charging of the magazines is simple; the whole machine can be reloaded by a single compositor in 15 minutes. This, the largest model, is for use in connection with a founding machine. Model B is a lighter machine, with open magazines, and is intended to be used in printing offices where the chief output is circulars, cards and leaflets or catalogue work. The last model, type C, is a small, light machine for use in offices for the production of facsimile typed circulars, form-letters, and other light work. A duplicating roller attachment is inserted in the "Gnom," and takes the impression direct. The roll is then withdrawn and used in an ordinary duplicator.

Among the various advantages claimed by the inventor for the "Gnom" typesetter are: It requires no electrical power or other motive force; it is, like a typewriter, dependent solely on leverage applied by

hand; the saving in cost of electricity or gas-generated power, therefore, is considerable. The "touch" being lighter and easier than that of other typesetting machines, greater rapidity of setting is obtainable, and that with less strain to the compositor; further, no skill beyond a knowledge of ordinary typing is required—this, of course, has a very direct bearing on the question of labor and wages. The heaviest type of machine is easily removable.

One advantage of the last fact, especially to a newspaper office, is that all "copy" at present typed in the editorial department could be set directly by the writer, with no more trouble than is now exerted on typing.

Although these machines are not yet on the American market, the "Gnom" has been tested and successfully tried at Helsingfors before practical printers. During the test, a Linotype machine, operated by skilled compositors, showed an average of 7,000 letters per hour, according to our report. The average number of errors was 7 per 1,000, but as each error entailed the re-setting of a whole line, it meant a waste of 25 per cent. The effective yield, therefore, was 5,550 letters per hour, or, say, 1.62 letters correctly set per second.

A "Gnom," worked by a typist, with no experience of composing, set 10,000 letters per hour. The proportion of errors was only slightly less, but the time spent in correction was much shorter.

Assuming that the above statements are correct, there certainly appears to be some justification for the claims and hopes of Mr. Pusino regarding his invention. Judgment, however, must await actual inspection and trial of the machine in this country. Mr. Pusino is making arrangements for his invention to be seen and tried in London at an early date.

Lieut.-Col. James Ralph Truscott has been elected president of the London Master Printers' Association. The new president is connected with the firm of James Truscott and Sons, Ltd., of London. During the war he rose from a private to his present rank.

The government of the province of Quebec is contemplating the establishment of a typographical school where prospective printers will be admitted after going through certain examinations to qualify themselves. An act may be introduced at the present session of the legislature to that effect. The new school will be affiliated to the Quebec technical schools, of which the province has already a large number.

The good printers of America should be well represented at the book fair to be held in Florence, Italy, this spring. The Italy America Society, at 23 West Forty-third street, New York, is handling the arrangements from the American end. Illustration, decoration, photography, cartoons, and the graphic arts generally are included in the plans.

A Newspaper Strike Is a Trifle in Paris

Publishers of English newspapers in Paris have just had to contend with a strike of their compositors. The French trade union is satisfied with the wages of the French compositors, but in the offices of the Paris edition of *The Daily Mail* and *The New York Herald*, English and American typesetters are employed, and they are paid something more than their French colleagues. In a foreign city they have additional expenses. The question is whether the additional allowance is sufficient. The men apparently contend that it is not. The directors of the two newspapers believe that the men are trying to take advantage of their position, knowing that it is not easy to obtain compositors who can set English in Paris.

But the novel means adopted by the directors of these journals to overcome the difficulty and produce a joint newspaper during the period of the strike are not only interesting in themselves, but suggestive of future developments. Not for a day did the newspapers cease publication. The device employed the first day, by which a whole newspaper was turned out without the aid of compositors—a device that was continuously employed on subsequent days for many parts of the paper—was this: Clerks, reporters, sub-editors—anybody and everybody who could work a typewriter—were called upon to lend a hand. The copy was carefully typewritten on ordinary machines in narrow strips that would fit into the usual columns of the paper. Then by the photolitho process the paper was worked off.

The result was, of course, unsightly. These big, ungainly typewritten letters in narrow columns had anything but a pleasing effect. The neatness of ordinary printing was entirely lacking. But, at any rate, here was a sheet produced by the typewriter and the camera without the assistance of the compositor. Now this is the forerunner of a complete revolution in newspaper production. It is now demonstrated beyond dispute that printed matter, letterpress or illustration, can be transferred to stone or plate in the simplest possible way and in the space of a few minutes.

It is true this process limits reproduction to facsimile, and for letterpress work, the re-printing of books—for example, cheap editions—what is mostly needed is smaller pages in smaller type. But what is possible is that someone will turn inventive attention to the typewriter.

The printing trade is proverbially lethargic. It is only under the stress of necessity that recourse is had to unusual methods. But it will be found one of these days that some more daring spirit has not waited for the pressure of a strike, but has applied to his business means waiting at his hand, whereby costs have been unspeakably lessened and production enormously increased.

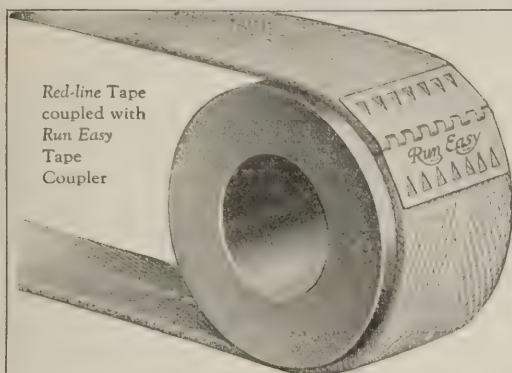
Engdahl Bindery

412-420 Orleans St. (Just across the New Franklin-Orleans Bridge) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

*Edition
Book Binders*

Telephone Main 4928



Red-line Tape
coupled with
Run Easy
Tape
Coupler

Tensile Tested • Quality Guaranteed

Red-line Tape

TRADE MARK

A SUPERIOR QUALITY OF TAPE FOR BINDERY, PRESSROOM,
OR WHEREVER TAPE IS REQUIRED

Red-line Tape is sold in rolls of thirty-six yards
and is made in the following sizes:

$\frac{3}{8}$ inch	$\frac{3}{8}$ inch	$\frac{7}{8}$ inch	$1\frac{1}{8}$ inch	$1\frac{1}{2}$ inch
$\frac{1}{2}$ inch	$\frac{3}{4}$ inch	1 inch	$1\frac{1}{4}$ inch	2 inch

Get the best made, insist on Red-line
It is the finest quality obtainable

SAVE the time and trouble
occasioned by breaking
of tapes on your machines
by using Red-line Tape. Cheap
tape, like lots of other cheap
things, is dear at any price.

IN STOCK AT ALL SELLING HOUSES

American Type Founders Company

The Type You Have Been Waiting For—

Cooper Black

A bold Roman that is a Real Type—a strong and
dominating design of noble character—a letter that
lifts advertising above the mass and makes its mes-
sage known with the compelling force of powerful
expression [Designed by OSWALD COOPER to augment the
COOPER SERIES recently cut by us]

IS READY NOW IN FOURTEEN SIZES

120·96·72·60·48
6·8·10·12·14·18·24·30·36

Write for Advance Specimen

Barnhart Brothers & Spindler

ORIGINATORS OF TYPES THAT TALK

Chicago Washington Kansas City Dallas Saint Louis Omaha Saint Paul Seattle

"The greatest element in production cost is wage cost," says the *British and Colonial Printer and Stationer*. "To secure a substantial reduction in prices we must effect a substantial reduction in wage costs. This can be done either by reducing wage rates or by the workers giving a greater output. The real test must always be what industry can bear. The only real remedy is to reduce production costs to a point which enables the manufacturer to sell at a price at which business will revive. If price reductions are to be made without impairing the standard of living, the workers must be prepared to give a higher output and, where necessary, longer hours. We realize that we are inviting the workers to make a considerable sacrifice, and the workers must be satisfied that employers are making similar sacrifices. We suggest that all employers should immediately meet workers' representatives and frankly endeavor to arrive at a fair division of the burden."

Much progress is being made with the erection of the new building for the Amalgamated Press, Ltd., in Summer street, Southwark. The various printing establishments will be gathered together in this new building, which will be a model of its kind. The whole of it, from the foundations to the roof will be of reinforced concrete. The building stands on over one hundred circular columns and piers, and so gives a floor space with a minimum of obstruction. The site is within 150 yards of the River Thames, and, as the floor level of the basement is ten feet below high-tide level, considerable difficulties have had to be surmounted during the formation of the foundations, owing to the water which percolated at a considerable pressure through the gravel subsoil.

George Harvey, the American ambassador to England, at a banquet of the National Advertising Society at the Connaught rooms in London, gave some entertaining reminiscences of his early journalistic career. Speaking of his first job on a small paper, he said: "The staff was so ill-fed that it had not the energy to be disloyal. I was the staff. I was also the editor and compositor."

Newspaper publishers and their employees who are members of Quebec Typographical Union have come to an agreement as to wages and hours, and the threatened strike has been averted. The new scale agreed upon is \$29 for day work and \$31 for night work, with no change in working hours, forty-eight for day work and forty-five for night work.

The new scale is an increase of \$3 for operators over the minimum wage they received under the old agreement. The union originally demanded a forty-four-hour week and a minimum scale of \$32 for day work and \$36 for night work.

Thank your lucky stars that here is at least one trouble which an American printer doesn't have to meet. A recent issue of the *Dar-es-Salaam Times*, published in East Africa, was much reduced in size, and carried the following explanation:

"We must apologize to our readers for the smaller size of the *Dar-es-Salaam Times* this week. It is due to one of the pests against which people in the tropics have to contend, namely, the white ant. A colony of these wonderful termites burrowed down through the center of a big pile of our news-print, rendering it absolutely useless for the newspaper, and we have to carry on with the smaller size pending the arrival of a fresh shipment."

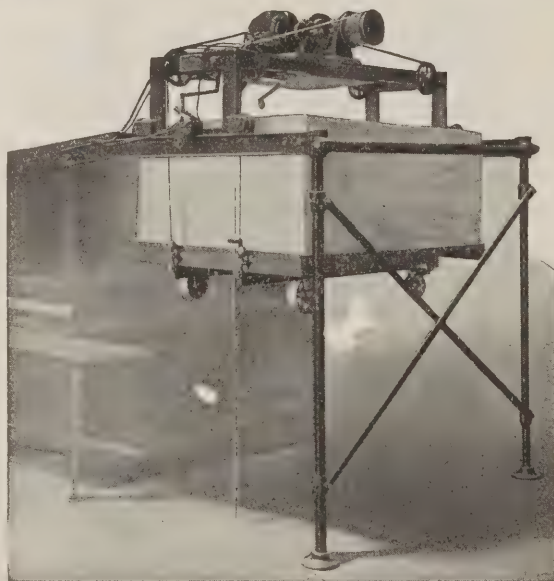
It is complained in Montreal that although news print, the basic material of newspapers, has dropped from \$187 to \$70 a ton within less than a year, the newspapers are still maintaining inflated war prices both in regard to the retail price of newspapers and the cost of advertising.

Recent press dispatches state that the Australian Commonwealth Court of Arbitration has rejected the demand of the combined trades unions for the reduction of the standard working week throughout Australia from 48 hours to 44 hours. The president of the court, in announcing the decision stated that such reduction of hours would add to the ranks of the unemployed and would seriously affect the Australian industries in any competition with the industries of other countries.

On account of the shortage of paper in Roumania export of paper of all kinds, except printed paper and paper manufactures, was prohibited by the Roumanian Council of Ministers up to, it was understood, February 27. Export of tarred paper, rags of wool, linen and hemp, and cellulose was subject to special authorization and after Roumanian internal requirements had been met.

Several amalgamations of printing concerns in England have recently taken place. Among these is the formation of the Universal Printers, Ltd., of London, which comprises Bemrose and Sons, Ltd., of Derby; Alfred Cooke, Ltd., of Leeds; and Norbury, Natzio and Co., Ltd., of Manchester. The new capital is £800,000. Another interesting amalgamation is that of Harrison and Sons, Ltd., and Messrs. Perkis, Bacon and Co., Ltd., both of London.

Reduce Lost Time in the Pressroom



EVERY time a feeder climbs down from his press to get a new "lift" of stock, the press stops. Quite often it stops longer than is really necessary, as experience has shown, while he passes the time of day with some neighbor feeder. With a

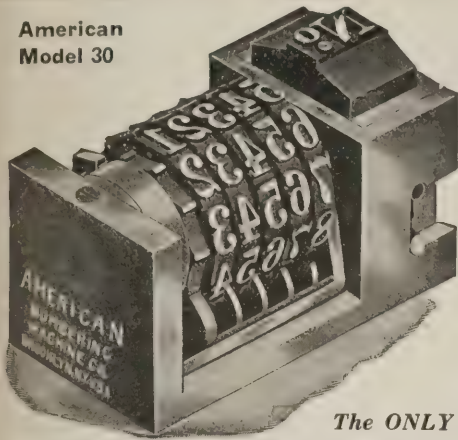
ROUSE PAPER LIFT

he does not need to climb down — the stock is above the feedboard almost within his reach.

How to cut that waste is told in an attractive booklet, "Rouse Handling vs. Man Handling," which is sent free on request to

H. B. ROUSE & COMPANY

2214 Ward Street, Chicago

American
Model 30

PRICE REDUCTION

	Former Prices	Present Prices
Standard Model 30 5 wheels.....	\$20.00	\$16.00
Standard Model 31 6 wheels.....	\$22.00	\$18.00

No change in construction. Same machines throughout that sold for much higher prices.

ALL DEALERS
SELL THEM

Your chance to buy
the world's standard
Numbering Machines
at greatly reduced
prices.

American Numbering Machine Co.

220-230 Shepherd Avenue, Brooklyn, N. Y.

BRANCH: 123 W. MADISON STREET, CHICAGO, ILL.

The ONLY TYPOGRAPHIC NUMBERING MACHINE with Cold Rolled Steel Case

Standard Blottings

"It Doesn't Blot --- It Absorbs Perfectly"

Standard Brands are enameled on the
reverse side, affording best printing surface

Ask your Jobber for samples of

STANDARD - - IMPERIAL - - STERLING
UNITED STATES - - ROYAL WORCESTER

These Copyrighted Brands are manufactured by

Standard Paper Mfg. Co.
RICHMOND, VA.

Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset
and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York

CHICAGO

Large March Meeting of Franklin-Typothetae

Nearly a hundred members of the Franklin-Typothetae of Chicago were in attendance at the regular monthly meeting of that association held at the City Club of Chicago on March 23.

Seven new members were welcomed to the organization. The principal subject of discussion was the long price list. William John Eynon, former president of the U. T. A., was present and told how the long list was working in Washington. E. F. Hamm, president of the Franklin-Typothetae, and Mr. Eastman, of the trade relations committee, discussed the paper agreement now in effect between Chicago printers and paper merchants, and expressed the belief that that agreement was the most satisfactory solution of the paper situation in Chicago.

The entire matter was referred to an enlarged trade relations committee, composed of the old body and new members to be appointed from the various groups which comprise the organization, with instructions to formulate a permanent plan for the consideration of the organization at a future date.

Old time printers of Chicago, and all who have followed the activities of Chicago printers and suppliers, were saddened last month by news of the death of Annie Elizabeth Buckie. Mrs. Buckie died at Los Angeles, Calif., on March 13, of pneumonia. Her husband, John Buckie, who died thirty years ago, founded the Buckie Printers Roller Company, which she took over at the time of his death. Due to the active interest which she took in the business, and the active part she played in the administration of it up to five years ago, it grew from a small undertaking to its present size. Mrs. Buckie was well known to the printers of Chicago and was a figure at most banquets and other important printers' meetings.

W. B. Hair, formerly with the Chicago office of the Butterick Publishing Co., New York, and recently with the Chicago *Herald-Examiner*, has joined the sales staff of the U. S. Printing & Lithograph Co., Cincinnati. Mr. Hair will be special lithograph sales representative with headquarters at the company's Chicago office.

A course in advertising has been added to the curriculum of the Chicago Y. M. C. A. School of Commerce. The course is in charge of Arthur T. Lewis, of Johnson, Read and Co., Chicago.

Chicago Incorporations for March, 1921

Lockhart, Inc., 58 West Washington street, Chicago. Capital, \$1,000. Advertising agency. Incorporators, B. L. Lichtenstadt, L. H. Nederlander and H. M. Dreyfus. Correspondent, M. M. Dreyfus, 58 West Washington street.

Comet Engraving Co., 501 South Dearborn street, Chicago. Incorporators: Jacob Salg, Herman O. Berger, W. T. Kurt Schliephake, Clarke E. Brewer. Engraving, designing and advertising business. Correspondent, H. O. Berger, 610 Federal street.

Lashman-Maston Printing Co., 133 West Washington street. Capital, \$1,000; Julius M. Kahn, Erick R. Maston, Edward Lashman; publishing and printing business; correspondent, Julius M. Kahn, 133 West Washington street.

American Health Service Corporation, 51 West Randolph street; capital, \$20,000; printing and publishing business; Paul W. Kinsella, E. A. Hamrick, Harry E. Shell; correspondent, E. A. Hamrick, 30 North La Salle street.

N. A. T. O. Publishing Co., 5 North Wabash avenue; capital, \$2,500; printing and publishing business; Harry Blitzsten, A. J. Cohen, Maurice Markowitz; correspondent, D'Ancona & Pfau, 707, 30 North La Salle street.

Illinois Process Engraving Co., 3638 West Grand avenue; capital, \$2,500; engraving, printing and advertising business; Stewart L. Henrick, Ernest P. Schaefer, Mayme Schaefer; correspondent, McKinley & Price, 166 West Jackson street.

Consolidated Book Publishers, Inc., 608 South Dearborn street; capital, 200 shares no par value. Deal in encyclopedias, dictionaries, etc. Incorporators, Leslie Perry, John G. Campbell, Herman A. Fischer, Jr. Correspondent, Campbell & Fischer, 1542 First National Bank Bldg.

Thomas W. Hatch, Publishers, Inc., 208 North Wabash avenue. Capital, \$100,000. Publishing business. Incorporators, James G. Ellis, Bessie M. Scott and Thos. W. Hatch. Correspondent, Adams and Adams, 715 Tacoma Bldg.

Burton Publishing Co., 53 West Jackson street, Chicago. Capital, \$30,000. Publishing and advertising business. Incorporators, M. M. Burton, C. R. Burton, Joseph H. Burton, Jr. Correspondent, Beach & Beach, 111 West Washington street.

Rural Publishing Corp., 800 North Clark street, Chicago. Capital, \$5,000. General publishing and dealing in books, magazines, etc. Incorporators, Jacob C. Henneberger, John M. Lansinger, Edward A. Peterson. Correspondents, Linaweaver & Linaweaver, 111 West Washington street.

Langley Colton, recently graduated from the U. T. A. School of Printing at Indianapolis, is now connected with the research department of the U. T. A., where he is receiving intensive training under the personal direction of his father, W. R. Colton, director of the department.

The Calumet Ben Franklin Club, the South Side Group of the Franklin-Typothetae of Chicago, went on record at its regular March meeting on Tuesday night, March 21, as being in favor of the long price list. A resolution was adopted directing the secretary to inform the Franklin-Typothetae that the South Side Group wanted the long list.

Union job printing employers of Chicago have signed a new contract with Franklin Union No. 4—the press feeders' union—through which the 2,300 men involved have accepted a wage cut of \$3 a week. The contract, effective for a year, became effective Monday, March 27.

The agreement ends negotiations pending since last November. The employers' association is the Franklin Division of the Franklin Typothetae, of which Harry G. Cantrell is secretary. Before an arbitration committee was selected employers threatened to institute open shops. The agreement with the press feeders automatically puts into effect an agreement with the Pressman's Union No. 3 and Bindery Women's Union No. 30.

The 1,800 pressmen accept a cut from \$47.65 to \$44 a week and the 2,000 binders from \$22 to \$21 a week. The feeders were receiving \$44.65 a week.

Following the award, the Franklin Union sent to the employing printers and publishers the following statement, with which was inclosed a card bearing the reduced wage scale:

Chicago, Ill., March 22, 1922.
To the Employing Printers and Publishers of Chicago and Vicinity:
Gentlemen:

In accordance with arbitrator's award as rendered Saturday, March 18, 1922, by Prof. Ralph E. Heilman in the case of Franklin Association vs. Franklin Union, No. 4, we are enclosing new scale of prices which will be paid to Franklin Union members, effective Monday, March 27, 1922.

Trusting the same friendly relations will continue in the future,

We remain sincerely yours,
M. H. FLANNERY,
Business Representative.
JOSEPH M. WHITE,
President.
Franklin Union No. 4.

The Typothetae Association, the Open Shop Division of the Franklin-Typothetae of Chicago, at a largely attended dinner meeting held March 2, passed the following resolution without a dissenting vote:

"Resolved, That the Committee on the Long Price List be instructed to support and demand the Long Price List and that only."

This question of the long price list was brought up at a business session at the close of the regular program by J. Harry Jones, of the Long Price List Committee. He stated to the members present that the paper houses refused absolutely to consider the long list, following instructions issued from the headquarters of the National Paper Trade Association, but that the paper merchants agreed to sell only to printers, except to buyers of mill lots.

Edward R. Litsinger, candidate for re-nomination for member of board of review, is president of the South-West Printing Co., 1915 West Madison street.

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

MARGACH AUTOMATIC METAL FEEDERS

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

We Solicit Your Business



We Specialize in Printers' Waste Paper

Western Paper Stock Co.

1456 Indiana Avenue

Phones Calumet 4233-34

Established 1879

Reference: Corn Exchange Bank

Three C's and Two R's

Every business concern must know about the 3 C's and 2 R's

*Character
Capacity
Capital
Reliability
Responsibility*

That is, they want this information in advance of taking on a new account and it is also wanted in these days of rapid deflation of business on old customers.

Printers can rely on an agency of long standing, the Printing Trades Credit Association, for the facts concerning credit.

Call Harrison 6392
and ask for Kagey

*Use the service and protect
your business*

**Printing Trades
Credit Association**

538 So. Dearborn St.
CHICAGO

Charles S. Peterson, of the Peterson-Regan companies, is a candidate on the Republican ticket for nomination for president of the board of county commissioners. He is indorsed by both the Brundage and Deneen following. His public announcement shows he is actuated by a genuine desire to improve conditions in county affairs. He wishes to curb extravagance, have a real civil service system based on merit, thus reducing taxation, and gain the aid of women in philanthropic work. In all county affairs his aim is the highest standard from a humanitarian as well as a business point of view.

The father of E. Stanley Richardson of the U. T. A. research department, died at his home, 158 Hess street, South, Hamilton, Ontario, Wednesday morning, March 1. Mr. Richardson, who has been on the U. T. A. field force for the past year, recently as district secretary in the Sixteenth or Eastern Canada district, was notified early in the week that his father was ill. On Tuesday he received a telegram to come at once to Ontario, but he arrived too late to see his father alive.

The regular monthly meeting of the officers of the U. T. A. was held in the international offices March 15 and 16, and was attended by President J. Linton Engle, of Philadelphia; First Vice-President J. Clarke Acton, of Toronto; and Treasurer Fred W. Gage, of Battle Creek. This was the last meeting of the officers before the executive committee meeting, April 5 to 8, to be held in Chicago, and many matters of the utmost importance to the organization were given the closest scrutiny and consideration before being submitted to the executive committee for action.

A curious collection of old valentines which the Arts club of Chicago exhibited recently, recalls the story of a woman whom the students of Mount Holyoke college toast every year on Feb. 14. She was Miss Esther Howland, who made the first American valentines, and the first valentines in which printed verse was used. Her work is liberally represented in the collection, which is that of Mrs. Emma B. Hodge, and which was loaned to the Arts club for the purposes of the exhibit by the Art Institute of Chicago.

Edson B. Cooke, formerly of the sales and merchandising staff of Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agency, has been appointed director of advertisers' service of the R. R. Donnelley & Sons Co., Chicago printers. E. W. Smith, who has been with the Chicago *Tribune*; D. C. Faulkner, who has been with the Charles H. Fuller Co., Chicago advertising agency, and H. L. Filger have joined the Donnelley sales staff.

Arthur M. Barrett, president of the Barrett Bindery Co., and vice-president of the Barrett-Cravens Co., both of Chicago, has bought the four-story plant of the American Chicle Co., at 1328 West Monroe street for \$100,000 cash. The building contains 45,000 square feet of floor space. It will be remodeled at a cost of \$25,000 and leased to the two companies Mr. Barrett is interested in. Louis B. Beardslee & Co. were brokers. The American Chicle Co. has moved to 230 East Ohio street.

The new address of the *National Printer Journalist*, formerly of Chicago, is Montgomery Bldg., Milwaukee, Wis.

E. C. Flinn, for the past two and a half years chief cost accountant of the Franklin-Typothetae of Chicago, left that organization on April 1 to become assistant to the treasurer of the Blakely Printing Co., and to serve in the capacity of auditor.

Mr. Flinn leaves the Typothetae with considerable regret. In telling about his leaving, the other day, he said: "Never have I had finer co-operation anywhere than from the boys here. They're a great bunch and I hate to leave them." And it may be said without fear of contradiction that "the boys" feel the same way about Mr. Flinn.

James H. Walden, president of the Chicago Railway Printing Co. and owner of the Walden Typesetting Co., was charged on March 7, by the federal grand jury with perjury, and with defrauding the Government of \$250,000 in personal and corporate taxes.

Four indictments, comprising a total of ten counts, were returned against him. Punishment provided by the federal statutes for each count of tax evasion is one year imprisonment and \$10,000 fine, and for each count in the perjury charges two years in the penitentiary and \$10,000 fine.

The firm name of the Hop Service, Inc., has been changed to Frank W. Hopkins, Inc. Offices are in the Wrigley Bldg. The change of corporate name is a name change only. The same stockholders, executive personnel and departmental organization plan, continue to operate as under the old name. The former name was originally chosen (five years ago) to designate a sales promotion cartoon service. The signature "Hop" was favorably known nationally as a newspaper cartoon signature, and proved to be a good will asset in pushing a market for constructive sales promotion cartoon service.

Friends of James R. McGregor, president of the McGregor Paper Co., Rand McNally building, were shocked to hear of the death of his 17-year-old son, Roderick A. McGregor, on March 19. Roderick died at the home of his parents, 427 North Grove avenue.

The regular April meeting of the Franklin Typothetae of Chicago will be held on April 20, under the auspices of the Commercial Group, with Marion S. Burnett as chairman. The feature of the evening will be an address by Public Printer Carter.

Formation of the Printing Trades Golf Association of the Franklin-Typothetae of Chicago is under way. Fifty charter members for 1922 have been invited to a meeting at the City Club on April 25, when plans for the summer tournament will be discussed and officers elected.

Carl W. Kiser, formerly assistant director of the U. T. A. department of advertising, has left that position and associated himself with Noble T. Praigg, formerly director of advertising of the U. T. A., in Praigg, Kiser and Company, advertising counsellors, of 639 Diversey Parkway, Chicago.

Richard S. Bull, of Bradner Smith Co., Chicago, has returned from Florida, where he went to rest after an operation early last month.

STANDARD Continuous Strip Borders

MAY be had in strips 25 inches long, at a cost of 40 cents per pound. For a small additional charge we will cut and mitre to any size desired.

Discount to the Trade



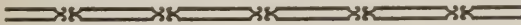
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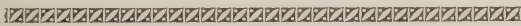
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Continuous Strip Border No. 190-LN



Continuous Strip Border No. 580-LN



Continuous Strip Border No. 595-LN



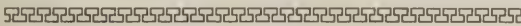
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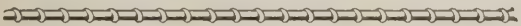
Continuous Strip Border No. 139-LN



Continuous Strip Border No. 594-LN



Continuous Strip Border No. 157-LN



Continuous Strip Border No. 597-LN



Continuous Strip Border No. 593-LN

Always order by number. In estimating amount wanted, figure 42 inches per pound

MANUFACTURED BY

Standard Typesetting Company

Chicago's Composing Room

701 South La Salle Street

CHICAGO

Telephones: Harrison 3570-1-2

EXHIBITOR
Boston Graphic Arts Exposition
August 28 to September 2
SPACE 32

UNCLE SAM PUTS STAMP OF APPROVAL ON

TRIMOSAW



**IN THE GOVERNMENT
PRINTING OFFICE AT WASHINGTON**

TRIMOSAW

**HAS WON A PLACE OF DISTINCTION
THROUGH MERIT**

In the uncompromising tests of Government Printing Office Executives, TRIMOSAW was stamped with the mark of Dependability.

Today this newcomer in the field of printers' machinery is doing duty in the United States Printing Office at Washington, D. C.

The same all-around usefulness, simplicity of operation, unparalleled efficiency and sturdy construction that have won favor for TRIMOSAW with Uncle Sam and a host of other satisfied users will commend this general utility machine to you. It is more than a Saw-Trimmed.

TRIMOSAW is made in several styles and combinations, one of which will meet your requirements exactly. Tell us what you need and we will send you detailed information about your TRIMOSAW.

**GET
THESE
FACTS
FROM USERS**

HILL-CURTIS Co.
MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881
KALAMAZOO MICHIGAN

Exclusive Selling Agents For Canada
TORONTO TYPE FOUNDRY COMPANY, Ltd.
TORONTO MONTREAL WINNIPEG REGINA



Hill-Curtis Co.,
Kalamazoo, Mich.

Gentlemen: Without obligation, please send copy of "Proof from Printers", the book that tells what users think of TRIMOSAW.

Name _____

City _____ State _____

143-4

WITH OUR ADVERTISERS



H. H. MUIR

Ludlow Appoints Eastern District Manager

H. H. Muir, of the Ludlow Typograph Co.'s home office, Chicago, has been appointed to manage its eastern district, taking full charge of the New York office.

This eastern district includes the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Virginia, West Virginia, North Carolina, and the District of Columbia.

Mr. Muir is well known and popular in composing room circles. He looks and acts like a young man, but admits having been connected with the printing industry for a considerable number of years. He was born in Ohio and served his apprenticeship in the old Laning plant at Norwalk, Ohio.

From Norwalk Mr. Muir went to Cleveland, where he operated a Linotype on the *Cleveland Press* for a term of years. In those days he was known as a "swift."

After considerable printing experience in Cleveland and other cities, Mr. Muir joined the small but active force which was engaged in developing and perfecting the Ludlow.

Mr. Muir has been with the Ludlow Co. almost from its beginning and for some time was himself its entire field force. He installed the first Ludlow put into practical operation, and by his untiring zeal has contributed greatly toward making the Ludlow the commercial success that it is.

New Typographic Manager for Monotype Company

Sol. Hess has been appointed typographic manager for the Lanston Monotype Co., Philadelphia, to succeed Wm. C. Magee, who becomes assistant production manager for Barton, Burstine & Osborne, Inc., New York.

Mr. Hess graduated from the Pennsylvania Museum and School of Industrial Art when very young. His studies there were under the direction of such artist-teachers as Alice Barber Stephens, famous illustrator; Alexander Sterling Calder, who modeled a great deal of the statuary at the

San Francisco Exposition; Howard Fremont Stratton, famous painter of still life, and Vernon Howe Bailey, illustrator for Scribner's, Century and other high-class publications.

Soon after his graduation, on November 15, 1902, Mr. Hess joined the Monotype organization and has made type designing his life work.

Mr. Hess made for Bishop Ortynsky the beautiful Russian type known as Church Russian. This was adapted from the print of a very rare Russian Bible owned by the bishop. Mr. Hess also has just completed the ancient Hebrew face based on the old Portuguese Hebrew. This was done in collaboration with Dr. Cyrus Adler, of Dropsie College.

Among some of the original faces designed by Mr. Hess are Hess Boldface, Roman and Italic (No. 161), the Cochin Boldface Roman and Italic (No. 616), and the Goudy Boldface Roman and Italic (No. 159). Mr. Hess' latest type-face design is Hess old style (No. 242), and is one of the earliest models of Nicolas Jensen.

Mr. Hess, as typographic manager, will be in constant touch with Frederic W. Goudy, art director of the Monotype Co.

Linotype Exhibit at Educational Convention

One of the most interesting and instructive of the 185 exhibits held in connection with the recent convention of the National Educational Association, in Chicago, was that of the Mergenthaler Linotype Co.

The exhibit included a Model 14 Linotype in operation and an interesting display of Linotype typography. Part of the space was given over to a showing of the Chinese phonetic syllabary (Chu Yin Tzu-Mu), one of the fifty different languages now being composed daily on the Linotype.

As more and more technical and trade schools in various parts of the country are coming to teach printing, and particularly Linotype operating, many of the school men in attendance at the convention were attracted to the Linotype exhibit, and displayed much interest in what was shown there.

Walter C. Bleloch, manager of the Chicago agency of the makers of the Linotype, and his staff, were in charge of the exhibit.

Erecting a new building as a permanent home is now under consideration by the Porte Publishing Co., of Salt Lake City, Utah. Plans and drawings are in preparation but suitable location has not yet been decided upon.

Harry L. Gage Addresses Printing Class in Boston

On March 2, Harry L. Gage, of the department of Linotype typography, Mergenthaler Linotype Co., gave a talk on "Layout and Design" to the students of the printing department of Wentworth Institute, Boston. The speaker told the forty or more students of the opportunities to be had in the printing industry by young men qualified to do high-class creative work. He urged the boys to give serious thought to the subject of layout and design, with the idea of equipping themselves to become finished typographers. Wentworth Institute is one of the schools enjoying the co-operation of the U. T. A. department of education.

Old Hampshire Cabinet Boxes

Not only has the Hampshire Paper Co. enjoyed a long and enviable reputation for producing quality papers, but also of using good judgment and discriminating taste in the dress of its merchandise. It is just natural to expect the spirit of "made a little better than seems necessary" to be evidenced in anything they do.

They have certainly maintained their reputation in the boxing of their papers in the new cabinet numbers recently gotten out.

Their Imperial or Semi-Business cabinet is offered in both Old Hampshire Bond and Old Hampshire Vellum White; the Commercial Cabinet is Old Hampshire Bond only.

The bond box is a green-covered box beautifully lettered in gold and red and handsomely embossed. In the upper left hand corner of the cover is the Old Hampshire seal and in the lower right corner in gold are the words "The Stationery of a Gentleman."

While it is a beautiful box, really an adornment to any desk, it is a most practical box, being designed to occupy as little room on the desk as possible. One operation—simply raising the cover—opens the box and displays ready for instant use both paper and envelopes.

The Old Hampshire Vellum Cabinet is covered with brown, lettered in gold and black, and embossed. The Imperial Cabinet contains 250 sheets 7¼x10½ with envelopes to match, while the Commercial Cabinet has 250 sheets 8½x11, with like amount of 6¾ commercial envelopes.

An attractive folder showing cut and style of box may be had upon request.



Old Hampshire Cabinet Box in use.

Intertype Corporation Prospers

A recent financial statement issued by the Intertype Corporation shows a net profit of \$306,853.95 for the year 1921, after deducting \$90,000 for taxes. This is the second largest annual profit in the corporation's history.

Liberal reserves have been set aside for depreciation of machinery and equipment and other contingencies, the machinery reserve being \$850,000, against a total equipment value of \$1,614,681.01. Patents and patterns are valued at \$1.00.

Out of the December 31, 1920, surplus and profits, President H. R. Swartz states, there were paid quarterly dividends of 2 per cent each on the first preferred stock and two dividends of 3 per cent each on the second preferred stock. These items amounted to \$143,106.00.

The largest contract ever written for three-magazine composing machines, covering 50 Model C Intertypes, was secured during the year from William Randolph Hearst. Other large orders were for 20 three-magazine machines for the New York *World*, being the third repeat order from that paper, which now has 34 Intertypes in operation, and an order for 12 two-magazine machines from the Providence *Journal*, this also being a repeat order and giving the *Journal* a battery of 19 Intertypes.

Due largely to depreciated exchange and in order to meet European competition, also to give prompt service to Intertype users in Europe, a contract has been consummated between the Intertype Corporation and Krupps, of Essen, Germany, for the manufacture of Intertypes and supplies. An English company also has been formed, which has a plant in London, at present confined to storage, service, and assembly, to serve England and the allied nations.

Albert S. Andrews, who for the past few weeks has been undergoing training in Chicago at the service department headquarters of the American Writing Paper Co., will commence field service work in Rochester, N. Y., this week. He enters that territory at the behest of the printers. With the recent appointment of the well-known firm of R. M. Myers & Co., paper merchants, as an Eagle-A service house, Mr. Andrews' entrance into Rochester and vicinity is therefore timely.

The new service representative was for several years associated with the Seaman Paper Co., both in Chicago and Des Moines, and latterly was connected with the Whitaker Paper Co.

Joseph M. Anderson, who has been connected with the Fuchs and Lang Manufacturing Co. for some time, has severed his connection with that firm to become connected with Sigmund Ullman Co., manufacturers of printing and lithographing inks at Park avenue and 146th street, New York City. Joe Anderson is better known to many printers as the Knute Knutson who has been writing the "Printing Office Blues" letters to printers for some time.

Friends of Augustus C. Lamb will be pleased to learn that he has returned to the paper business and resumed a position as salesman with the American Writing Paper Co. Mr. Lamb is well known in the paper trade, for he has spent practically all of his working career in it.

Wesel Opens New Chicago Office

The F. Wesel Manufacturing Co., of Brooklyn, N. Y., has opened a new Chicago office at 431 South Dearborn street.

Attractive invitations were sent to the Chicago trade by the company announcing the opening; and the visitors, many prominent in the printing industry, were welcomed by Adolph Hess, sales manager, and Norman S. Githens, advertising manager, both from the main office in New York, and A. J. Hoerth, the Chicago manager and George E. Haviland, the western representative.

F. Wesel, president of the company, had hoped to be present at the opening but was detained in New York on business.

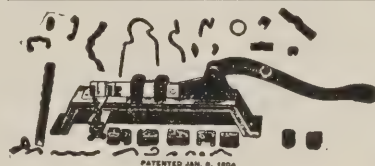
As will be seen from the accompanying photograph, the new Wesel display room is large, airy and well lighted, affording visitors an opportunity to inspect the various machines in surroundings that prevail in modern shops.



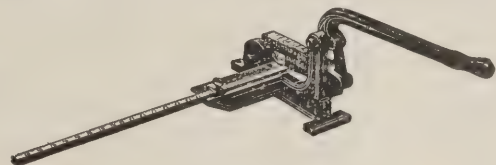
New Chicago Wesel Office

L. S. Hawkins, director of the department of education of the U. T. A., met with the education and apprenticeship committee of the Ben Franklin Club of St. Louis last Tuesday and discussed plans for the open-

ing of a school for apprentices in that city. Details of the plan are not complete at this time, but the committee expects to make final arrangements for opening the school within the next month.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

	2 Pt. Center Face
	2 " Side "
	3 " Center "
	3 " Side "
	4 " Center "
	4 " Side "
	6 " Center "
	6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

	2 Pt. Round Face
	3 " " "
	4 " " "
	6 " " "
	8 " " "
	10 " " "
	12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

	2 Pt. Fine		2 Pt. Medium		2 Pt. Coarse		2 Pt. Long Wave
All above 25 cents per foot							

PERFORATING RULES

6 Tooth		12 Tooth
8 Tooth		18 Tooth
PRICES		
Soft	Hard	Bright and Hard
2 Pt. at 20	25	30
3 Pt. at 25	30	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

Ad setting

Superior Typesetting Company is making a specialty of the better grade of advertising composition and has installed the latest, most popular foundry creations which can be used in conjunction with Monotype and Linotype output

Three Grades

These up-to-date foundry faces, coupled with modern machine equipment, enable the Superior to produce three grades of ad composition quickly and economically

- 1] The strictly hand-set advertisement, composed entirely in up-to-date foundry faces, which must be plated to remain in good condition for agency work
- 2] The combination advertisement, composed on our Monotype machines, with the foundry type used for display, on which the latter only need be plated
- 3] A combination of Linotype machine work with hand-set Monotype display up to thirty-six point which may be used for printing or stereo purposes

The Superior Copy Layout Chart, twelve pages size 11x16 inches, attractively printed in colors is worth the price, one dollar; postage 10 cents

Superior

**Typesetting Company • 732 Federal • Chicago
Monotyping • Agency Adsetting • Linotyping
Day & Night Service Harrison 2755 • 2756**

Let's Get the Cost Down First

Continued from page 16

The wage scale per hour in the composing room for the period since October, 1920, has been \$1.06. The average percentage of productive time for the same period, in the Typographers' Group, was 67 per cent.

The combining of these two figures shows that the employee was paid an average of \$1.58 per hour for the hours actually sold. The difference between these two figures or the non-productive time, 33 per cent, is caused, not by lack of management or inefficiency, but principally because nearly every piece of type that is set, every slug or lead or rule that is used, has to be distributed back into its proper place before resetting. The time for this act varies from 25 per cent to 40 per cent of the amount of time required to set the work.

Cost of the "Sold" Hour

The following table shows in dollars and cents, as well as percentages, the actual additions to the payroll per chargeable hour to cover the necessary extra expense in the conduct of such a business as ours:

Payroll per chargeable hour.....	100.000%	\$1.5821
Rent and heat.....	4.071%	.064407
Light	0.564%	.008923
Power	0.020%	.000316
Insurance and taxes.....	2.459%	.038903
Interest on dept. invt.....	4.152%	.065688
Depreciation	9.979%	.157861
Spoiled work.....	0.604%	.009555
Dept. direct expense.....	7.518%	.118942
Office expense.....	44.749%	.707973
Handling (plates, etc.).....	7.135%	.112882
Shipping	4.656%	.073662
Selling	15.662%	.247788

Totals.....	201.569%	\$3.189000
	101.568% on Payroll	

Thus, the above table of the percentages of expenses applied to the basis of mechanical payroll on the actual rate of wages paid in Chicago demonstrates the necessity for selling composing room time in our plants on a cost of \$3.189 per hour.

Cost and Selling Price

Prevailing selling price per hour.....	\$3.50
Average cost per hour.....	3.189

Profit (approximately 9½% on cost).....\$0.31

An analysis of the data on the cost per hour discloses the fact that of the total of all expenses that paid for labor is slightly less than one-half; that of the total number of hours worked by all employees, 67 per cent only were productive, that is, were sold; that each hour of labor which was sold cost the advertising typographer \$1.58; that the various other items of the total cost of doing business were \$1.61 per hour sold; that the grand total cost of each hour of productive time was approximately \$3.19; that the hourly wage scale is in our plants at this time just one-third of the total cost of each hour which is sold, and that the selling price of \$3.50 per hour affords a net profit of 31 cents per hour—less than 10 per cent on cost.

Trend of Wages

The table setting forth the wage schedules during the past eight years show the steady rise in this element of costs. The figure shown for 1921 (the present basic wage) is for 44 hours, while all previous schedules are for 48 hours. The basic wage paid to hand compositors has undergone no reduction since October 1, 1920, the rate per hour remaining at \$1.06, although the number of hours per week has been reduced from 48 to 44.

The weekly wage prevailing in the printing industry in Chicago has been based upon a 44-hour week since the

first of last May. It is, therefore, obvious that the total of all overhead expenses must be spread over a less number of hours than was the case theretofore. This naturally has resulted in an increased cost per sold hour during the past ten months.

In fact, during the past two years there has been no reduction in any item of the expenses of conducting an advertising typographer's plant. In an effort to keep overhead expenses down to a minimum, the executives and managers of some plants have reduced their own salaries, but no other items listed as "overhead" expense have been up to this time susceptible of reduction. The lowering of salaries, above referred to, has not been sufficient to offset the fact that the reduction in the number of sold hours per week resulting from the 44-hour week has increased the cost per hour to a point where it is now the highest it has ever been in the history of the printing industry.

In the face of these *facts*—all of which are demonstrable—it is readily to be seen that there can be no reduction in the selling prices of composition on advertisements at the present time.

Co-operation Only Can Reduce Costs

Let us not, however, dismiss the hope of helping the advertiser reduce his expenditures for composition merely because we can see no immediate promise of lessened costs. Let us see if we cannot, by working more closely together, eliminate some of the methods and practices which experience has shown have a material effect in increasing composition costs.

The advertising typographer is not merely a typesetter. His work is an art as well as a business. The service-demands placed upon him by his clients are such as to require a considerable investment, and we have today in Chicago several concerns operating plants which each have a physical valuation of many thousands of dollars. These plants are growing constantly and are increasing, in breadth and scope, the services which they render.

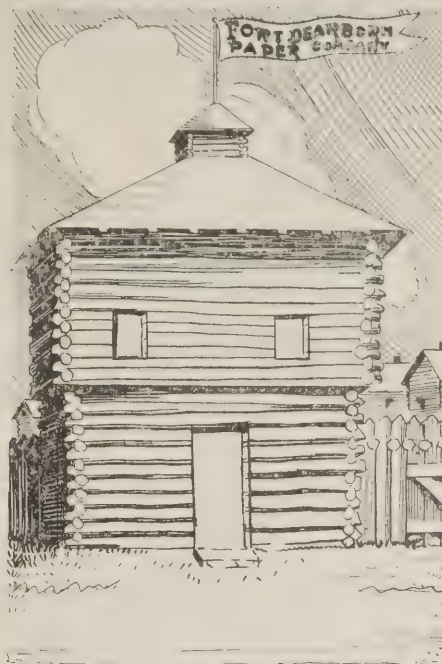
Following our habit of scrutinizing all avenues of income, as well as outgo, we have naturally made observations concerning the methods and practices of our customers which affect the work we do. Some of these are wasteful and therefore expensive to them, and we make note of them here with the sole object of reducing costs to the client.

Character of Copy

It is obvious that all copy should be submitted in the most readable form in order to facilitate handling by the layout man and the compositor. Minutes are valuable when sixty of them cost \$3.50, and the time of the highly paid compositor should not be wasted in deciphering poorly written manuscript. Therefore, we suggest that all copy be typewritten, and as "clean" and free from marks as possible.

And it is economy to have your copy perfected before sending it forward to the composing room. A few extra minutes for review and reconstruction on the part of the copy writer may circumvent costly alterations later. Remember that one word changed or a word added to a line in the beginning of a paragraph of type may necessitate running over the paragraph—and possibly a runover on several paragraphs, costing anywhere from one to a dozen dollars.

When copy for advertisements of considerable length is furnished it should be in multiplicate. On work of this character several compositors may be simultaneously employed, and their progress will be facilitated if each can be provided with a separate "take." Carbons can be made without added cost to the agency and will quite fre-



Fortify Yourself AGAINST Price Competition

¶ In the 1922 fight for business, quality at lowest cost is one of the most effective weapons. Competition must be combated on a cost basis.

¶ Let the Fort Dearborn Paper Company fortify you in your competition, by supplying you with a line of low priced paper — seconds, and job lots.

¶ All of our seconds have been carefully re-assorted and are only a little less high grade than perfect papers — at a much lower cost. This low price enables you to honestly compete on an effective price basis, and still maintain the usual excellence of your work.

Fort Dearborn Paper Co.

319 North Wells St.

CHICAGO

Telephone Main 0703

KERR- SIMONS CO.

732 Sherman

TELEPHONES
WABASH

7192

7193

7194

Day and Night
Service



Monotype Linotype Makeup

This Ad Set in Franklin Gothic No. 107 J

quently save the time which we spend in recopying manuscript in order to get the extra "takes" which the individual job may make necessary.

Alterations Should Be Reduced

We have observed that a great portion of the alterations which we make are caused by changes in typographic display from the original layout. Type faces are frequently specifically marked and are afterwards changed; often a section of copy is directed to be set in a size so small that it will not fill the allotted space; or the size specified is so large that the space will not contain the copy.

Some agencies have layout men competent enough to design an advertisement and some of these men have a definite understanding of typographic display—that is, the power to visualize and indicate the effect of the big display lines, such as heading, side heads, captions, trade marks, trade names, slogans, signatures, etc. But even these men are not always versed in typesetting as a craft. Though they have a knowledge of the art of typography, they are quite frequently not practical men. We know that if the typographer were given greater leeway in the selection of type faces and sizes by those who are not fitted by practical experience to designate these matters, that there would be fewer alterations necessary.

Setting advertisements to carelessly executed tissue layouts is another extravagant practice, as is that of setting advertisements in which cuts do not accompany the copy. These cuts are often indicated by silverprints with no marks to indicate exact sizes verifying the dimensions of the silverprint. Even though the photographic prints be accurate, shoulders must be allowed for, and often, later, when the cuts come, several hours are needed to correct type set to approximate calculations.

When tissue layouts are sent the graph should be supplemented by dimensional figures. This is advisable as a check on accuracy.

Instructions of all kinds should in every instance be written.

Haste Makes Waste

It is almost axiomatic that any acceleration of progression exceeding a normal rate is costly in direct proportion to this excess. This is demonstrated by the very high cost of operating high-speed ocean traffic, torpedo-boat destroyers, extra-fare trains, power-racing boats and fire-fighting apparatus. It is also true of composition in advertising. Those who have seen the smoothness and nicety with which an intelligent typographer works will understand.

Expedition is a tradition in the typographers' craft, but beyond a certain speed even he cannot go without "burning up" money. In our plants all work is routed, and it is a strain on us continually to take care of super-emergencies. In a pinch, responding to the "rush-order" demands of a client, we frequently see as many as five or six men jostling each other about an imposing stone, madly scrambling through an intricate job in sixty minutes which could be handled adroitly, more economically, and with better typographic effect, by one man in three hours.

We concede that it is frequently necessary that a given job be rushed through our plants in the shortest possible time. To such work we give our best efforts.

But we know that there is a certain volume of false "rush" work; perhaps thoughtlessly so marked by those who do not understand that the word is powerful, that it engenders expense and that it should be used but never abused. The word has a real meaning in a typographic department where speed is the normal thing. The care-

less use of the rubber stamp "RUSH" is a practice which wastes thousands of dollars to advertisers annually.

One unreasonable cause for speed is curiosity on the part of customers. And yet another is the lack of confidence on the part of some man in his typographer, which prompts him to set a false closing date in order to make delivery certain. It is an unfair practice and saddles costs on innocent customers by robbing them of proper service.

More care in scheduling an advertisement through its preparatory stage would do away with a large part of this "RUSH" evil and much money would be saved.

Cuts and Mortises

Cuts should be furnished promptly. It is always best to deliver them with the copy. Any piece of work, to be economically done, should move steadily forward to completion. This is impossible unless cuts are on hand.

Whenever an advertisement is set from a silverprint the compositor must either insert furniture or blocks for the illustrations that are to come later. Proofs are then pulled, pasted on silverprint and sent to the customer. Later when the cuts arrive the job must be unlocked and cuts inserted. It is generally found that the shoulders on the engravings are different from the allowance made, and they are tacked top and bottom instead of on the sides, or vice-versa. The plates must then be trimmed or remounted to fit the space. If the cut is vignettted it may not have shown on the silverprint and it is necessary to reset some of the type to a different measure. It is not unusual to spend from 25 per cent to 40 per cent additional time on the advertisement when plates are not delivered with the original copy.

As for mortises, it is profitable always to find out whether your typographer wishes the plates mortised and trimmed or not. The requirements of different typographers vary in this respect.

Miscellaneous Suggestions

Not all those who mark proofs know the accepted symbols which indicate changes in copy, and doubt as to intentions of the party making the changes quite frequently results in a considerable loss of time while unintelligible marks used are being analyzed or verified. It would be well to use the standard proofreader's marks.

It would be economy, also, to stop the practice of correcting but one proof of a series of advertisements of varying sizes and forms, which contain the same copy and cuts. These different advertisements are generally worked upon by different men, and it would expedite matters and thereby make for economy if the proof of each advertisement were correctly marked for changes.

One of the most costly abuses practiced by our clients is that of holding type for long periods. There is certainly great ignorance as to the amount of capital that this ties up. Foundry type and type materials are expensive and depreciate rapidly. It may astonish you to know that the cost of equipping a type room to serve one of the better agencies is \$30,000.00. Let it be borne in mind, too, that a font of type is like a delicately co-ordinating set of tools; like a set of drill points or dies, for instance. Sometimes, if but a stickful of type is taken from a case, the case is crippled and to bring it back to a state of efficiency, sorts must be ordered and these are expensive.

The holding of a form for several months, as is often done, adds to the hour cost within our respective establishments. It would be economy, no matter how small the held-form is, to electrotype it and distribute the type at the end of ten days. The saving in interest on the investment in material thus released would more than pay for the plates.



SUPREME BRAND
Flexible Tabbing Composition
 Combines Strength, Flexibility, Elasticity, Economy
 ABSOLUTELY GUARANTEED
LAYTON ELASTIC GLUE COMPANY
 703-709 FULTON STREET
 CHICAGO
 TELEPHONE HAYMARKET 345

Red Figures on the Books?

BUSINESS is a game. The object—to keep Red Figures off the Books. Printers who have to compete for trade nowadays are watching the corners. They are demanding the utmost efficiency and lower production costs.

Trade-Shop Service is the solution—because it is efficient, economical and satisfactory.

We have satisfied our customers, and our charges are lower than production costs in the average printing plant.

Here are three important reasons why we should have your patronage!

1. We operate our plant day and night.
2. We established the first non-union trade composition house in Chicago and after two years, boast of an organization second to none.
3. We do not maintain a squadron of high-salaried order-takers.

Trade-Shop Typesetters, Inc.

An Eight-Hour Open Shop

218 S. Clark Street

Chicago, Illinois

PHONE WABASH 7667

Every
Impression
Profit

Send for
Catalogue



WETTER

Numbering Machines:

to Number and Print
at One Operation

Reduced 5-Wheel Machine \$16.00
Prices: 6-Wheel Machine \$18.00

ALL DEALERS SELL THEM

WETTER NUMBERING MACHINE CO., Atlantic Ave. and Logan St., Brooklyn, N. Y., U. S. A.

*"We find your catalog
of great value to us in
helping us to use just the
right kind of ink to
please our customers."*



This is one of a great many favorable comments we have received regarding our Printing Ink Catalog. It is in loose leaf form, and all the necessary information is available at a glance. Every ink is accurately described and the price shown in various containers is standard.



Established 1897

2314 W. Kinzie St.

*Have you received
your copy?*

Helping the Workman to Save

Continued from page 17

tificate, continuing the habit they have acquired of setting aside so much money weekly.

This natural tendency of people to save money systematically, once they have started, and the surprising ability of working people to manage their own financial affairs, can be made the basis for a co-operative bank in almost any factory, shop or office where as many as twenty-five people can be brought together. An employer need go no further than a little leadership at the outset—shown how to organize and manage, his employes will do the rest themselves.

The co-operative bank has been thoroughly worked out in all its details, and is successfully operating in many industrial establishments. Called the "credit union," it provides facilities for regular saving, yields interest on money, and also enables members to borrow in emergencies. It is not only a cure for loan shark troubles, which are the unsuspected cause of much discontent and slackness in many a work-force, but is a stabilizer where labor turnover is high.

Full instructions for organizing and operating a credit union can be had for twenty-five cents in "A Credit Union Primer," published by the Russel Sage Foundation, New York City. Even the books and forms can be purchased ready-made. Briefly, a number of employes come together, organize such a co-operative association, pay a small entrance fee, and buy one or more shares apiece, paying for them in weekly installments.

The shares may have any value that seems best, and installments can be arranged according to conditions. Five-dollar shares at ten cents a week are paid for in a year, at the end of which time interest or dividends are paid, and new shares bought. Should a member wish to borrow money out of the fund thus created, he does so on his note, continues paying on his shares, and also begins paying off his loan by installments. Money can be borrowed in this way for reasonable rates of interest, in most cases six per cent, and as there are only nominal expenses for stationery, the officers giving their services voluntarily, shareholders get something like five per cent interest on a six per cent loan basis, the co-operative bank usually paying at least one per cent more than savings institutions in the same community.

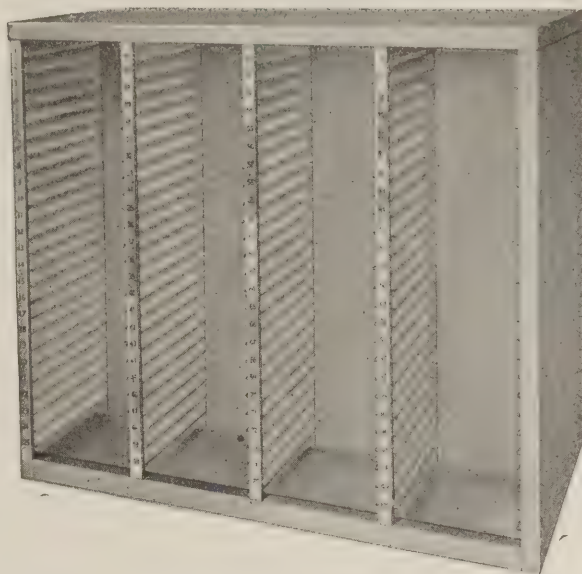
The building and loan association is another co-operative thrift organization for home building, successfully conducted by employes in many an industrial plant, and requiring no more participation on the part of the employer.

Many employers still feel that the establishment and management of thrift institutions by themselves, for employes, is in the nature of interference with their private money affairs, and likely to cause complications, as well as burdensome detail. This even goes the length of refusing to make thrift deductions from pay envelopes.

But other employers are active in providing thrift facilities, such as installment sale of their corporation stock to employes, a thrift plan that has stood more than twenty years' test, and which is being adopted by some of the largest and most conservatively managed corporations in the country.

Whether he prefers to hold aloof, or to provide thrift facilities, an employer has a choice of plans that range from the giving of advice to becoming a depository for his employes' savings. The encouragement and teaching of thrift is something that workers clearly want, and thrift leadership is a benefit to themselves, to the concern for which they work, and to the community in which it is established.

GALLEY STORAGE CABINETS



Style 1-H All-Steel Galley Cabinets, to hold 100 $8\frac{3}{4} \times 13$ galleys: floor space **\$50.00**
 $14\frac{1}{2} \times 43$ in., $38\frac{1}{2}$ in. high.
 Finished in dark green enamel baked on. Brass number plates opposite each run. Other sizes at proportionate prices.

We build anything in steel for the composing room.

Write or phone us for prices

CHICAGO METAL MFG. CO.
 216 West Ontario Street CHICAGO

Heavy One-Piece
 Base, with Arch
 also in One Piece.

Worm-Gear
 Drive, with Hyatt
 Roller Bearing
 in Flywheel.

Powerful Clutch
 —will not "stall."

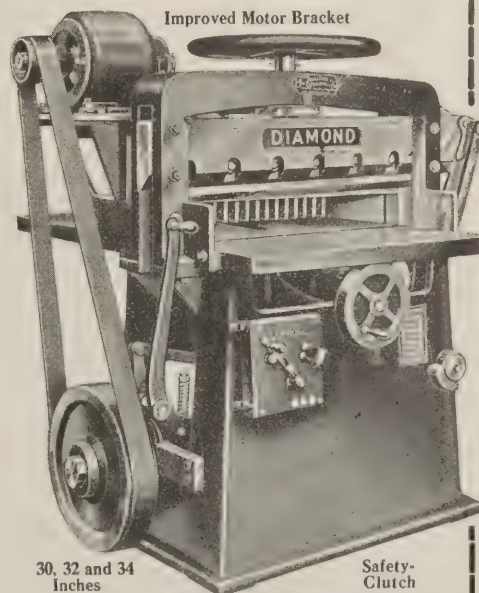
Triple Split
 Back Gauge.

Three Adjusting
 Screws in
 Knife-Bar.

Steel Tape
 Back-Gauge
 Indicator.

Side Gauges on
 Both Sides.

Adjustable
 Back Gauge.



30, 32 and 34
 Inches

Safety-
 Clutch

Diamond Power Paper Cutters

are Powerful, Rapid and Accurate. Made in 30, 32 and 34-inch sizes. Diamond Cutters are also made as Lever Cutters and Combination Lever and Power. Write for further particulars and prices

The Challenge Machinery Co., Grand Haven, Mich., U.S.A.

Also Manufacturers of the Lee Two-Revolution Press, Stonemetz Two-Revolution Press, Advance Lever Paper Cutters, Mercantile Addressing Machine, Hoerner Type-High Machine, and many other tools and requirements for printers



PERFECT PRINTING PLATES

HALFTONES
ZINC ETCHINGS
COLOR PLATES

*Personal
Service Idea*

PREMIER ENGRAVING COMPANY

605 South Clark Street, Chicago

Harrison 8197

PHONE MAIN 4757

Simpson, Bevans & Co.

**Electrotypers
Engravers**

322 West Washington Street
CHICAGO

**Good
Electrotypes**

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

A Frank Word From Engravers

Continued from page 21

it go at that, but—he wants everybody else to come down to prewar prices before he is satisfied that they have done their share. The accepted theory seems to be to keep up your own prices but compel all others to come down in theirs. A little deflation is good for each, but much more deflation is good for all the rest.

Naturally, this attitude breeds friction and dissatisfaction and results in arraying one class against another. Everyone justifies himself and condemns his neighbor. Right and justice are forgotten, confiscatory demands are made and even the law is invoked by some in their efforts to "break the market," although the complainants themselves frequently do not come into court with clean hands.

The term "profiteer" has been thoughtlessly applied to photo-engravers by some of those who buy their products and in some circles it has come to be regarded as an accepted fact that the prices of photo-engravings have risen to boundless figures, resulting in staggering increases during the war period and since.

It is sad, but true, that the photo-engravers themselves do not seem to have a clear conception of just what did happen to prices, although they know pretty well what happened to the cost of production in their industry.

Prior to 1915, namely before the introduction of the "Standard Scale for Photo-Engravings—a Schedule of Values Based Upon the Ascertained Cost of Production," photo-engravings were generally sold on a "square inch basis," viz., a flat or uniform price was charged per square inch of plate, regardless of its size; with a minimum charge equal to the price of ten square inches, for all plates measuring 10 square inches or less. This method of pricing was wrong, as it attempted to make a fixed or constant factor fit a variable and fluctuating condition. In other words, the cost per square inch varied greatly according to the size of the plate, consequently a uniform price per square inch was only workable as long as it was high enough to produce a sufficiently large profit on a part of the product to wipe out the losses incurred on another part. This pricing method conferred a premium on those who bought small plates and penalized those who bought large plates. Aside from the inequity of such a plan, competition soon forced down square inch prices to a point where the photo-engraving industry was in danger of being driven out of existence.

The cost of production was ascertained, the varying costs per square inch and per plate were classified and charted and the Standard Scale for Photo-Engravings was created, and is now as it was then, an accurate, scientific compilation, founded upon and consistent with, the cost of production. It serves as a guide to the basic value of the service rendered, the actual price being determined by the quality and quantity purchased and being expressed in a percentage surcharge or a percentage discount.

Our comparisons are made between the years 1915 and 1921, namely, the period during which it is possible to find a standard of comparison. To go back further than 1915 would be useless because we would then be engaged in an effort to compare varying figures with a uniform or constant figure, the latter (square inch price) resulting from ignorance and having no relation to costs or facts.

A continuation of the "square inch" pricing method would have sounded the death-knell of this industry. Everyone knows that there is something wrong with a system of pricing that is based entirely upon the size of the object made, regardless of the time spent in its production. Imagine shoes or clothing sold at a price based on size only. It is frequently necessary to spend more

time in the production of a small photo-engraving, than might be consumed in the making of one twice its area.

Every plate must go through the process of photography, photographic printing, etching, routing, blocking, finishing and proofing, which necessitates a "minimum" charge for plates containing five square inches or less. There are only two ways in which photo-engravings can be sold, viz., keep a record of the cost of production and fix the price accordingly *after the work is completed*. This would compel every buyer to give an open price order and preclude the setting of a price in advance. The other way, is to tabulate the average cost of each plate, according to its classification, make a basis schedule of values (Standard Scale), and thus enable the buyer to know the price in advance, leaving it up to the photo-engraver to produce the work as economically as the average and to set the price according to the quality and quantity of the purchase.

We may well consider 1915 as "normal" for this purpose, because it marks the first general effort to base prices on known costs in the photo-engraving industry.

The years 1915 to 1919 were very lean years for photo-engravers, the volume of business dropping fully 50 per cent during that period. This removes at once any possibility of the charge that the photo-engravers took advantage of the demand for their product and raised prices. The fact that prices did advance during the years 1915 to 1920 was due solely to increased costs and not because of a great demand for the photo-engravings.

The last increase in Standard Scale Rates became effective February 1, 1920, and during the six months following, and is effective today. This change in prices was brought about by the constantly increasing cost of production and particularly the increase in wages, culminat-



The strongest argument in favor of Business is the liberal use of
Sketchy Cartoons, Commercial Drawings
Advertising Designs, Etc.
Suitable for PHOTO PROCESS ENGRAVING

HALF TONES
ZINC ETCHING
COLOR PLATES

HAMMERSMITH
 ENGRAVING Co.

BENJAMIN KORTMEYER
 General Manager

Phone Harrison 5876 **CHICAGO** 501 So. Dearborn Street

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
 Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
 DRAWINGS
 HALFTONES
 ZINC ETCHINGS
 WOOD & WAX
 ENGRAVINGS
 COLOR PLATES
 NICKEL-STEEL
 ELECTROTYPES

THE HOME OF THE
GLOBE ENGRAVING & CO.
 ELECTROTYPE
 701-721 S. DEARBORN ST.
CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

THE NICKELSTEEL "GLOBETYPE"

used in every issue of Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.



Cash in on the Ideas

THOUSANDS of printers and publishers are now increasing their business through the many ideas sent weekly through the Franklin Printers Service — and all at a fair profit

□ This service is a necessity to progressive printers and publishers

The subscription price is small
The returns' exceedingly great

Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah



The Right Papers

for copies of letters, lists, bulletins, etc., and for printed forms on which manifold copies are to be made.

If copies are *preserved*, or if they are *handled* considerably, even for a short time, they should be made on high grade ONION SKIN or MANIFOLD paper.

The ESLEECK papers are made of clean, new rags, in a *quality* mill. They are strong, serviceable, uniform. They deserve to be on your list of "Standbys".

Ask Dept. F for samples

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

ing in a reduction of working hours from 48 to 44 per week and wage increases of about 30 per cent, January 1, 1920.

The question, "How much did the price of photo-engravings increase in the last five years?" cannot be answered in one sum or in one term of percentage, because the increase varies according to the size of the plate, just as the cost of production varies.

A comparison of this kind, if it is to be accurate and fair, can only be made on a definite number of plates of definite sizes. In other words, it is a simple matter to tell the difference in price *for the same plate or plates* during any of the years under discussion, but it is impossible to tell the difference in the price of photo-engravings as a whole. Any purchaser interested can establish the increase in price on plates purchased by him at various times by comparing the prices charged in former years with current prices *for the same plates*.

Table No. 1—SQUARE HALFTONES

Comparison of Standard Scale Rates 1915, '17, '18, '20, '21

Plate Sizes Sq. Inches	Standard Scale Rates 9/1/1915	Standard Scale Rates 9/1/1917	Standard Scale Rates 9/1/1918	Standard Scale Rates 2/1/1920	*Increase 1920 Over 1915
5	\$2.00	\$2.50	\$3.00	\$3.75	87 1/2%
10	2.50	3.00	3.50	4.50	80%
15	3.00	3.50	4.00	5.25	75%
20	3.50	4.00	4.50	6.00	71 1/7%
25	4.00	4.50	5.00	6.75	68 3/4%
30	4.50	5.00	5.50	7.50	66 2/3%
35	5.25	5.50	6.00	8.25	57 1/7%
40	6.00	6.00	6.50	9.00	50%
45	6.75	6.75	7.00	9.75	44 4/9%
50	7.50	7.50	7.50	10.50	40%
55	8.25	8.25	8.25	11.25	36 4/11%
60	9.00	9.00	9.00	12.00	33 1/3%
65	9.75	9.75	9.75	12.75	30 3/13%
70	10.50	10.50	10.50	13.50	28 4/7%
75	11.25	11.25	11.25	14.25	26 2/3%
80	12.00	12.00	12.00	15.00	25%
85	12.75	12.75	12.75	15.75	23.53%
90	13.50	13.50	13.50	16.50	22 2/9%
95	14.25	14.25	14.25	17.25	21 1/19%
100	15.00	15.00	15.00	18.00	20%

Average Increase 1922 over 1915—45.41%

Table No. 2—ZINC ETCHINGS

Comparison of Standard Scale Rates 1915, '17, '18, '20, '21

Plate Sizes Sq. Inches	Standard Scale Rates 9/1/1915	Standard Scale Rates 9/1/1917	Standard Scale Rates 9/1/1918	Standard Scale Rates 2/1/1920	*Increase 1920 Over 1915
5	\$1.00	\$1.25	\$2.00	\$2.50	150%
10	1.25	1.50	2.34	3.00	140%
15	1.50	1.75	2.67	3.50	133 1/3%
20	1.75	2.00	3.00	4.00	128 4/7%
25	2.00	2.25	3.34	4.50	125%
30	2.25	2.50	3.67	5.00	122 2/9%
35	2.63	2.75	4.00	5.50	105 5/7%
40	3.00	3.00	4.34	6.00	100%
45	3.38	3.38	4.67	6.50	92.6%
50	3.75	3.75	5.00	7.00	86 2/3%
55	4.13	4.13	5.50	7.50	81 9/11%
60	4.50	4.50	6.00	8.00	77 7/9%
65	4.88	4.88	6.50	8.50	74.36%
70	5.25	5.25	7.00	9.00	71.3/7%
75	5.63	5.63	7.50	9.50	68 8/9%
80	6.00	6.00	8.00	10.00	66 2/3%
85	6.38	6.38	8.50	10.50	64.7%
90	6.75	6.75	9.00	11.00	62.96%
95	7.13	7.13	9.50	11.50	61.4%
100	7.50	7.50	10.00	12.00	60%

Average Increase 1922 over 1915—93.7%

*As there has been no increase or change in the Standard Scale since February, 1920, the figures appearing for 1920 are in effect today.
The Standard Scale Rates as printed represent "Gross" prices.

The foregoing statistics and data should convince any fair-minded person that all increases in the price of photo-engravings that have taken place during the War period were based upon the actual cost of production, and were just as modest as circumstances would permit.

INSPIRATION

EDUCATION

STIMULATION

The Great Triune Campaign

of the American Writing Paper Company has behind it all the resources of a great business institution. It has been Conceived, Written and Directed by a well-known Advertising-Selling Specialist.

It is being Distributed by a Cooperative Trade Organization, and its Primary Aim and Object is the Betterment and Stimulation of BUSINESS.

Twelve of the INSPIRATIONAL SERIES [to Printers] Comprise

What We Work For
The Field for Skill and Knowledge
The Policy—Positive and Negative
Printed Salesmanship
Blazing the Trail

Looking Down Main Street
Bonanzas
Two Jobs for One
The Cinderella of Advertising-Selling
Building the Printing Business

[Two yet to come]

The First Twelve of THE EDUCATIONAL SERIES [to Printers] are also ready, comprising

- | | |
|---|--|
| 1. Advertising—Personal Salesmanship—Printed Salesmanship—with their Limitations and Relations. | 7. The Great Selling Magnet to Which Humanity Moves. |
| 2. Traps of the Advertising Situation. | 8. The Woof and Warp of <i>Printed Salesmanship</i> . |
| 3. The Framework of the Sales Message. | 9. The Elements of Doubt and the Elements of Conviction. |
| 4. The Selling Links of the Selling Chain. | 10. The Mechanism of Selling. |
| 5. Written Salesmanship. | 11. The Great Essential of "Salesmanship in Print." |
| 6. Causation in Buying. | 12. Final Demonstration [<i>Concluding First Section</i>]. |

Contents of Second Section will be Announced Briefly as Prepared

The First of a STIMULATING SERIES of Business Booklets Comprise

PRINT IT—MAIL IT

Ideas come in flashes—catch them or they go. Put them down; put them into print; put them into the mails.

THE BOOKLET—King of Sales Media

With the Why fully explained. The problem of *selling* relates far more closely to the booklet than most business men realize.

IDOLS OF BUSINESS

"IDOL: A cause or source of error; misleading habit of conception or reasoning."—Standard Dictionary.

THE MASTER SALESMAN

"If that confidence which alone makes good buying is started by skillful advertising, another obstacle is taken out of the way of the selling man."

PRINTED SALESMANSHIP

Largely the product of the printing press in contradiction to the periodical press, with the *Why* and *Wherefore* explained.

THE FOLLOW-UP

Some men miss its philosophy—it is simply intensive sales development, making two buyers where one existed before.

THE COMPETITIVE STRUGGLE

Demonstrating one of the most effective and honorable ways out of an oppressive or unfair competitive situation.

PUBLICITY SIDELIGHTS

Containing: The Psychology of Change. Keeping Selling Streams Freshened. Judging Booklet Values. Versatility in Business. The Work of Interrogation. The Failure Check. How the Public Rates You. Mail-Order Business vs. Direct-Mail Activities.

Titles and Contents of Remaining Four will be Announced on Completion

THE aim and spirit of these booklets is to throw two great types of business into friendly aid and supporting co-operation to the end that each will benefit by the activities of the other.

The further aim is to make small businesses large and to develop the knowledge of the average business man so that he may *grow* more quickly, better, faster.

The aim of business is to make *sales*—to earn

profits and dividends, to gain good will and prestige that have a cashable value in the market and at the bank. These brochures, highly educational in spirit and concept, show the way to just such achievement in strong, vigorous language that speaks to business in terms that it can understand and shows business the things it can do with the tools and facilities at its hand.

Write your nearest local Typothetae regarding cooperation in this campaign, or address

AMERICAN WRITING PAPER COMPANY

SERVICE DEPARTMENT—JOSEPH A. BORDEN, *Director*

10 SOUTH LA SALLE STREET, CHICAGO, ILL.

M. Goldschmidt & Co.

PRINTING PRESS EQUIPMENT

FURNISHED AND INSTALLED

GENERATORS	{	Bought
MOTORS		Sold
		Rented
		Exchanged

ARMATURES	{	Rewound
STATORS		
ROTORS		

COMMUTATORS	{	Made
COILS		
CARBONS		

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

New Lines Recently Added

ANTIQUARIAN COVER

Antique—Ripple Finish

2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER

Vellum Finish

1 SIZE—2 WEIGHTS—9 COLORS

PATRICIAN COVER

Crash Finish

2 SIZES—2 WEIGHTS—8 COLORS

LODESTONE COVER

2 SIZES—5 WEIGHTS—7 COLORS



REG. U. S. PAT. OFFICE

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

A Senator Turns Printing Doctor

Continued from page 18

for this huge bill. The fact that it is huge is the fact which stands out. Examining an account of the amount which the International Typographical Union has paid out in strike benefits since last May, gives the reader a sense of pain akin to vertigo. Every penny of it represents nonproduction. Every penny of it came, through the coffers of some employer, from the buyer of printing—a price which he paid for no tangible value whatever.

I do not pretend to give a recipe for the elimination of this freight. If it could be eliminated, along with it would be eliminated a part of the cause for a demand for higher wages. Certain it is that an unqualified and wholesale lowering of wages during periods of business depression does not eliminate the possibility of strikes when the balance is reversed and labor finds itself in a position to dictate to capital.

It is highly to be regretted that those two words, labor and capital, ever sprang into active use. Of themselves they connote the very situation which I have mentioned. They speak of antagonism, of the constant lining up of opposing forces, belted and spurred for instant conflict when the occasion arises. The very existence of unions whose prime object is common action in demands for labor, and of such employers' associations as exist for the primary object of common action in employers' demands upon labor, speaks of this unfortunate condition.

I do not believe for a minute that above a wage which will insure him and his family a decent standard of living, your intelligent workman, your sincere workman—the only kind of workman which an employer with foresight cares to hire, is primarily interested in laying up a fortune from the wages which he receives.

I have never been able to look upon any class of men who work with their hands as "downtrodden" or subjects for the sentimental slush that forms the stock-in-trade of feminine social workers. But neither have I been able to see in him the vicious, grasping person which the rabid anti-unionist calls him if he happens to belong to a union. I have seen too much merry bantering and heard too many whistled tunes in printing plants to believe that the compositor, the makeup man and the pressman do not find actual pleasure in the things they are doing. And I have seen too much careful examination of sheets after a makeready and before a run is begun to believe that he does not take pride in his work. It is the thing which the social-psychologist calls "craft-pride," and it is highly developed in the printing craftsman.

Now does this man who whistles and laughs while he swears at his fellow worker—this man who does not need a foreman to tell him that he cannot start his press until the makeready is as near perfect as it is possible to make it—solely a money-grabber? When he protests against a cut in his wages or demands more money or shorter hours and threatens to strike if his demand is not granted, is he simply finding an outlet for the devilry that is in us all and endangering his own happiness during the possible strike period, as well as the happiness of his family and the fortunes of his employer because his own love for money or for trouble is stronger than his common sense?

It is hardly a fair assumption, for in order to maintain it we must discount the honesty of the average workman. And if we do that, we must take the next step and say that this average man—this man who day after day reports for his work and turns out the bulk of the printing done in America—the man who, after all, is making up your organization, is a dishonest man. Assume that and

Print It Now!

SPRING is here, when seeds of all kinds must be planted if anything is to come from them. The unplanted seed is of no value. Printing is fine seed sowing.

Through judicious printing the business house in a remote part of the city is better known than the unadvertised store on a business street.

The individual with the most helpful inspiration never accomplishes anything for others if he keeps the ideas locked up in his own brain instead of spreading them.

The man who always waits for tomorrow is sure to find it never comes.

Today is health and life, tomorrow is—paralysis and death.

Enterprise is courageous, while excessive caution is cowardice.

Don't lose dollars by saving cents through skimping on printing.

Let us show you how nicely we can dress up your message and make it most attractive.

REGAN PRINTING HOUSE

Peterson Building

523-537 Plymouth Court, Chicago

TELEPHONE HARRISON 6280—NIGHT OR DAY



THE AULT & WIBORG Co.

MAIN OFFICES AND FACTORIES CINCINNATI HOUSES IN ALL LARGE CITIES

PRINTING AND LITHOGRAPHIC
Quality INKS



Linotype Composition for the Trade

Chicago Typesetting Company

Phone
Harrison
883

We make a specialty of making up
Newspapers, Periodicals, Catalogs
and Books for press or electrotyper

We are prepared to give the
highest quality of work.

DAY AND NIGHT SERVICE

Fourth Floor 727 S. Dearborn St.

HARRIS & WALKER Bookbinders and Finishers

TO THE PRINTING TRADE

INDEXING
DIE CUTTING
NUMBERING
PERFORATING
SCORING
CREASING
PUNCHING
EYELETING
ROUND CORNERING
WIRE STITCHING

Prompt Service at Right Prices

Telephone Franklin 2101

167 W. Monroe St.

Chicago

you must say that it is impossible to man any organization with a fair degree of honesty.

The thing goes deeper than all that. I believe that the average printing workman is honest, sincere and intelligent. And if you yourself possess honesty, sincerity and intelligence, and are hiring printing workmen, you believe those things, too, or you would not be hiring them.

A great deal good and bad has been written about "getting the workman's point of view," "giving the workman a share in your business" and all the other theoretical solutions to whatever difficulties there be in the present labor situation in the printing industry. And I have written much more than I intended to in this article.

I meant only to put forward one thought which it would be well for every employing printer to bear in mind while thinking of Senator Cartwright's panacea for all labor troubles.

For months many employing printers have been fighting tooth and nail for existence as printers. Orders have come less easily than they did two years ago. Profits, perhaps, have been smaller. (And the only satisfaction you ever get out of that comes when you make out your income tax returns.) With a smaller volume of business unemployment has increased and in proportion to unemployment your power as an employer to dictate to your workers has increased.

Do not be misguided into an abuse of such power. It is real enough—up to a certain limit. Your workers will take more dictation today than they would when labor was scarce and work plentiful. They will often swallow their resentment and go on working under conditions which would have produced vigorous protests in a rosier season. But trite though the statement is, every dissatisfied worker in your plant is a unit in the greatest load of freight you carry, and the freight bill is high.

That is why it seems to me that this period of depression, in which the employer more or less has the upper hand, is fraught with greater potentialities for labor trouble than periods in which labor is hard to get and organized bodies of workers find themselves in a position to demand and secure unreasonable concessions.

This is the time when it is difficult for an employer to be honest to himself, his workers and his customers. Perhaps in your plant, or if you are running a union shop, in your district, it is essential to the life of your business that printing wages should come down. If it is, by all means do not dodge the issue and let business go to the devil because of high wages.

But it seems to me that if my profits were so low that my business could not live on them, I would look to labor cost for a reduction (if that reduction meant a decrease in wages) last of all. I would want to determine first if I were getting every bit of business out of my territory that it was possible to get. If I satisfied myself on that point, I would make a careful analysis of production practices in my shop, looking for lost motion and waste—both of which I would do my utmost to eliminate. By all means I would try to eliminate from the personnel of my organization every man unwilling to do a full day's work in a day, every habitual growler and trouble-maker, and save his job for the honest and sincere worker who was intelligent and willing to use his intelligence freely in behalf of my business. With cost down to a minimum through elimination of waste of every sort, and as great a volume of production as it were possible for my sales to create, I would examine my quotations and see that I were getting a just profit on every job.

If this "just profit" forced my prices too high to meet competition and I was absolutely and honestly convinced that I could effect no further economies, then would I begin to think of reducing wages, and then only. But I

would remember that a general reduction should be borne by the whole organization, and that I was a part of the organization.

And if that point came, I would put it up flatly to my workers as an alternative to the death of the business and their consequent unemployment. Ten to one they would react like the reasonable human beings that they are by taking the reduction cheerfully.

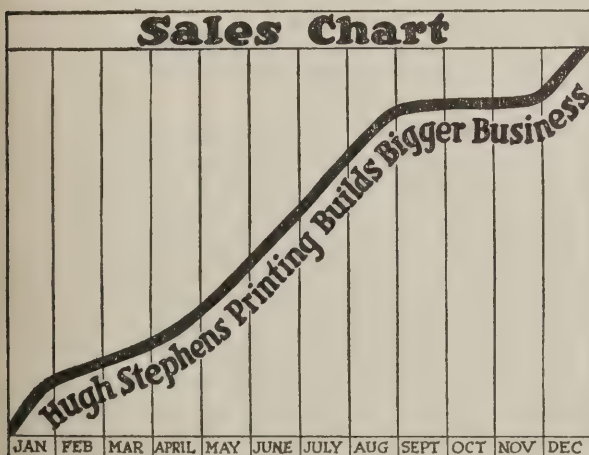
"It's easy enough to put it on paper," you will say. I plead guilty at once to the charge of being a theorist, for I never hired a printer in my life, and never have had to meet the problem which every employing printer meets constantly. Only remember that I have offered you no panacea, nor am I sure of just what I would do if I were actually in your place. But if I have made you think twice before swallowing Senator Cartwright's remedy undiluted with the waters of common sense, I have accomplished the object of this article.

The Imp Scores Again

THE "Garden Number" of *The Imp*, house organ of The Hugh Stephens Press, Jefferson City, Mo., is another knockout, as the slangsters might say. As Donald D. Davis, the editor, wrote of it recently. "We want to tell them about ourselves without exactly cramming it down their throats."

Their particular way of telling about the Hugh Stephens Company in this issue is by means of beautiful color printing, especially on two tipped-in sheets showing exceptionally good four-color work. Even a strip cartoon which makes a two-page spread is done in two colors. The whole is very effective.

An excellent sales idea is contained in the "Sales Chart" reproduced here. It is part of a card slipped into the house organ. Half of it is a postcard perforated at the



edge for a return mailing requesting suggestions for catalogs, booklets, mailing folders, and other printed matter in which the prospect is interested.

Under the sales chart is the following copy:

"There are many reasons why The Hugh Stephens Press can do your printing satisfactorily and economically. Chief of these is our unexcelled mechanical equipment, backed by an experienced organization of skilled craftsmen. Four hours from St. Louis, five hours from Kansas City and over-night from Chicago, we can give "big city" service. May we help you use printed matter to increase your sales?"

You Wouldn't Install an Electric Light Plant

—in order to light your house for a few hours every evening. You leave that to the electric light company—a company which is made up of specialists. Because these men are specialists and because of the volume of power which they produce by running their machinery twenty-four hours every day, they can serve you much better and much more cheaply than you could serve yourself.

And that, gentlemen, is the position in which you find yourselves in regard to typesetting. The firms whose names are listed below are specialists in composition. When you turn your work over to them, you have added complete composing room service to your own plant at less expense than the cost of operating a room of your own. And you have eliminated from your own worries the nightmare of idle composing room equipment.

Here are our compositors. Make them yours.

UNION SHOPS

Albert Linotyping Corp. . . . 422 S. Dearborn St.
American Typesetting Corporation
..... 123 W. Harrison St.
A-to-Z Typesetters 117 N. Wells St.
Englewood Typesetting Co. . . . 540 W. 63rd St.
Kerr-Simons Typesetting Co. . . 732 Sherman St.
M. & L. Typesetting Co. . 4015 Ravenswood Ave.
Mathews Typesetting Co. 626 Federal St.
Moeller Typesetting Co. . . . 162 W. Austin Ave.
Quality Typo Co. 542 So. Dearborn St.
Standard Typesetting Co. . . . 701 So. LaSalle St.
Superior Typesetting Co. 732 Federal St.

OPEN SHOPS

A. R. Buckingham 15 So. Market St.
Chicago Typesetting Co. . . . 727 So. Dearborn St.
Empire Typesetting Co. . . . 222 W. Ontario St.
Kilgore Linotyping Co. 326 W. Madison St.
S-K-H Typesetting Co. 149 W. Ohio St.
Smith-McCarthy Typesetting Co.
..... 637-641 So. Dearborn St.
Trade-Shop Typesetters 218 So. Clark St.
Woodlawn Typesetting Co. . . . 1221 E. 63rd St.

They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—
Guarantee enough!

Bargains in Paper

WE are the Sole Distributors of the odd lots, overruns, and seconds of forty-eight paper mills.

We mail WEEKLY actual samples of stock for sale with prices printed on sample to 5,000 printers.

These lots consist of Book Papers, Bonds, Ledgers, Card Boards, etc.

They are priced at from 25 to 30 per cent less than market prices.

*A postal will put you on
our mailing list.*

The Sabin Robbins Paper Company

ESTABLISHED 1885

Forty-six years of recognized Square Dealing

MIDDLETOWN, OHIO

Who and What will B in Boston

Continued from page 23

Hansen Type Foundry, H. C., Harris Automatic Press Co., Hill-Curtis Company.

Indiana Chemical Company, Inland Printer, Intertype Corporation.

Japan Paper Co.

Knight, Allen & Clark, Kwix Company.

Lanston Monotype Company, Latham Machinery Company, Lawson Company, E. P., Liberty Folder Company, Linograph Company, Litchfield Lino-Plate Company, Loring Coes Company, Ludlow Typograph Co.

Margach Mfg. Company, McLauthlin Company, Geo. T., Menasha Mfg. Company, Mergenthaler Linotype Company, Miller Saw-Trimmer Company, Miehle Press Mfg. Company, Montello, Vincent; Morrill, George H.; Munsell Company.

National Announcement Association, Nelson, C. R. and W. A., New England Electrotpe Company, New England Ink Association, New Safety Paper Company.

Osgood & Company, J. H., Oswald Publishing Co.

Page & Shaw, Poor Richard Corp., Pophal, Emil A., Pitt, J. W., Potdevin Machine Company, Premier & Potter Printing Press Co., Premier Register Table Co., Prescott, H. S., Printing Trades Blue Book

Richards Company, J. A., Richards & Company, Royal Electrotpe Co.

Sleight-Metallic Ink Co., Smythe & Company, Specialty Automatic Machine Co., Stone & Andrew, Inc., Storrs & Bement, A., Strathmore Paper Company.

Thompson Type Machine Company, Thomson Press & Mfg. Co., John, Tolman Print, Inc.

United States Envelope Company, United Printing Machinery Co., United Shoe Machinery Co., University Press.

Walden Sons & Mott Co., Warren Company, S. D., Wesel Mfg. Company, Wild & Stevens, Inc.

This list is being daily increased, many applications for reservations being delayed awaiting more detailed information. Those desiring to exhibit should get in touch immediately with the Boston Graphic Arts Exposition, 10 High street.

Ben Will B in Boston

There is one booth which you readers of BEN FRANKLIN MONTHLY must not pass up while you are in Boston. That is the booth which will contain the headquarters of BEN FRANKLIN MONTHLY, for BEN will be in Boston. We do not know yet what our location will be, but we shall be there and a hearty welcome will await you at our booth. You will see every operation which goes into the making of BEN right on the floor of the Mechanics Building and will be handed a copy of the finished magazine as you leave the booth.

It will be a beautiful book—one that you will want to keep always not only as a souvenir of the Exposition but because of its beauty and the value of its contents. This special number will include a large number of colored editorial and advertising inserts, a special series of articles about printing both in this country and abroad, and many other interesting features that will make it a never-to-be-forgotten number.

Machine Composition Well Represented

The machine typesetting industry will be well represented. Reservations for space have been received from the following typesetting companies: Intertype Corporation, Lanston Monotype Company, Linograph Company, Ludlow Typograph Company, the Mergenthaler Linotype Company and the Thompson Type Caster Company, and several others, all of whom will have among their exhibits the latest models.

WANT ADV'S

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion. Advertisements sent to appear under this heading should be accompanied by cash

USED MACHINERY FOR SALE

8 Ludlow Typographs with motors.
21 Matrix cabinets.
282 Fonts of Matrices.
123 Composing sticks.
Miscellaneous matrices and equipment.

Write for circular describing used and rebuilt composing machines, cylinder and job presses, binding and other machinery for sale.

THE NEWMAN CO.

Tribune Building 154 Nassau Street
New York City

FOR SALE—Multicolor Press. In excellent condition. Also feeder for Multicolor. FK 3, Ben Franklin Monthly, 440 S. Dearborn street, Chicago.

WANTED—Position in cost department of growing printing concern. Twenty-nine years old. Married. Seven years' experience in cost and method in printing and manufacturing of metal products. Thorough understanding of U. T. A. Standard Cost System. Now employed with publishing house as cost man, but want greater opportunity for growth. Best references given. FK 192, Ben Franklin Monthly, 440 S. Dearborn street, Chicago.

WANTED—Commercial illustrating work. Now employed as artist on metropolitan newspaper. Want spare time jobs in illustration, and layout. Give me an idea of your idea and I will submit pencil sketch by mail or in person, or tell me in detail what you have to advertise in the magazines or by mail and I will submit sketches. JX 2, Ben Franklin Monthly, 440 S. Dearborn street, Chicago.

SELLING PLANT—42x52 Huber Hodgman modern press with fly and carrier delivery; 30x42 4-roller S. K. White Miehle; 38-inch Seybold cutter; Kelley Automatic press; 10x15 press with Miller feeder; stitchers, punches; eyelet and paging machines; chases; type cabinets; type, etc. Wanner Machinery Co., 4th floor, 226 W. Ontario St., Chicago. Harrison 6889.

FOR SALE—Printing machinery, two-revolution and drum cylinder presses, paper cutters, Gordons, stitchers, punches, folders, proof presses, composing room and bindery equipment, etc., new and overhauled. Quick delivery. We buy and sell printing outfits, machinery, etc. Write us today. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

SALE OF JOB PRINTING PLANT near Chicago, with Miehle and Whitlock cylinders, 4 jobbers, Miller feeders, bindery, composing room, office equipment. Old established and well-paying business. Being sold so owners can retire. Also other large and small plants for sale. For particulars or arrangements to inspect, call or write sole agents, Wanner Machinery Co., 716 S. Dearborn St., Chicago.

WANTED—Cleveland Folder; must be in A-1 shape. D 85, care Ben Franklin Monthly.

FOR SALE—Newspaper and job plant. Complete modern equipment. Two Linotypes, Ludlow, Goss Comet, Miehle, Whitlock, two Millers, two Gordons, folders, cutter, stitchers, perforator. First-class condition. All or separate. Owner has other interests. North-West News, 2345 Milwaukee Ave.

PRINTERS WANTED

In every section of the country who can print gum tape in one and two colors. Slitting facilities are necessary, as our paper is shipped in wide rolls to fit press, and delivery made direct to our trade in your city. Write us at once, giving full particulars as to service you can give, etc. Address Box. D-79, care of Ben Franklin Monthly.

WANTED—Two 10x15 Miller feeders. Must be in A-1 condition. Address D 80, care Ben Franklin Monthly.

COPY WRITING—Will put your ideas into words and make layouts for direct mail advertising pieces of all kinds. Tell me what you have in mind and let me submit an estimate. MK, Ben Franklin Monthly, 440 S. Dearborn street, Chicago.

WANTED—A high class printing salesman who can estimate and design good printing to printing buyers. News-Dispatch Printing & Audit Co., Shawnee, Okla.

WANTED—Position as creative printing salesman. Am capable of executing direct by mail campaigns and submitting layouts to customers. Eight years' experience as copy writer and salesman. Now employed. FK 66, Ben Franklin Monthly, 440 S. Dearborn street, Chicago.

FOR SALE—Job Printing Plant and weekly Newspaper in small western town. Largest circulation in county. Job printing business \$30,000 last year. No labor troubles. FKX, Ben Franklin Monthly, 440 S. Dearborn St., Chicago.

What Is an Ad Worth?

IF YOU are publishing a small-town newspaper you are probably approached by hundreds of advertisers who want space in your paper in exchange for this and that. Your reaction may often be that of the shop-girl who puts a pound of candy in her pocket or half a bolt of dress-goods under her dress, soothing her conscience with the bromide: "It doesn't cost anything—it's just part of our stock."

The Fourth Estate, in a recent editorial, calls attention to a particular kind of "swap ad" which is peculiarly vicious because it has such a soft-voiced appeal to the editors of small newspapers who are prone to undervalue their advertising space. Here it is in part:

"From an honest chap who publishes a good paper in a city that is small but healthy *The Fourth Estate* gets an inquiry as to the valuation he should place on advertising space in his newspaper in exchange for matter and mats offered by "stunt" promoters. Such an inquiry is almost predestined to the wastebasket in these days of enlightenment, but if this publisher's case is symptomatic of a condition affecting others *The Fourth Estate* is glad to step in with one more Dutch uncle talk about it.

"To be blunt, a column of space is worth to the publisher just what the merchants on Main street pay for it. There is no sliding scale that confers an automatic discount upon the advertising schemer who wants to "provide the paper with twenty dollars' worth of mats and feature matter" in return for having the publisher deed over to him "ten dollars' worth of space" to be used periodically throughout a year.

"The newspaper man who thinks there is anything for him in this kind of a transaction would have been fine picking for David Harum or any other good judge of a swap. The accomplished horse traders whose names have gone down in history knew what they were getting rid of, and so does the hocus-pocus advertising specialist that comes around to sell publishers. The victim didn't know that he was getting a load of skin and bones until the deal was completed.

"Keep in touch with the feature market, Mr. Publisher. It's surprising to find what real features do cost and compare them with some of the inflated stuff the space grabbers peddle. The producers of worth while features stand back of their goods, and in most cases will be found paying one hundred cents on the dollar for advertising space to tell you about them."

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INDUSTRIAL WEST BUYERS' GUIDE

A Comprehensive List of Manufacturers, Dealers and Jobbers of Materials, Machinery and Fittings used in Printing, Paper and allied trades.

Three lines, one year - - - \$10.00
Each additional line - - - 2.00

ARTISTS

THE HAWTIN ART STUDIOS
19 S. Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

McCAIN BROS. MFG. CO.
29 S. Clinton St., Chicago.
Phone Main 1485.

BUYERS OF JOB STOCKS—ALL KINDS

We Buy Large Stocks of Merchantable Value
FANTUS BROS., INC.
525 S. Dearborn Street, Chicago
Write for our Free Inventory of Bargains

CUTTING MACHINES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

CYLINDER PRESSES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

ENGRAVERS

(Steel and Copper Plate)

HOLMES CO.
161 West Harrison St., Chicago
Phone Wabash 4980.

ENGRAVERS AND ELECTROTYPERS

GLOBE
ENGRAVING & ELECTROTYPE CO.
701-721 S. Dearborn St., Chicago
Phone Harrison 5260.

C. L. GOWELL, Transportation Bldg.
Phone Harrison 2975. CHICAGO, ILL.

GRINDERS

(Printers' Knives)

GEO. HOFBAUER & CO.
501 S. Dearborn St., Chicago.
Phone Wabash 6549.

E. C. KEYSER & CO.
727 S. Dearborn St., Chicago.
Phone Harrison 7594.

INKS

(Lithographic and Printers)
AMERICAN PRINTING INK CO.
2314 W. Kinzie St. Telephone Seeley 106.
Chicago

SINCLAIR & VALENTINE CO.
718 S. Clark St. Phone Harrison 2149.
Chicago

INK ROLLERS

CHICAGO ROLLER CO.
554-600 W. Harrison St. Phone Wabash 1967
Chicago

LINOTYPERS

EMPIRE LINOTYPING CO.
730-740 North Franklin St., Chicago
Phone Harrison 5495.

IRON FURNITURE

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

WE HANDLE ALL PARTS FOR JOHN

THOMPSON PRESSES
PRINTERS MACHINE WORKS
130 So. Clinton St., Chicago
Phone Main 1339

PAPER

BRADNER SMITH & CO.
175 W. Monroe St., Chicago.
Phone Main 2060.

CHICAGO PAPER CO.
801 S. Wells St., Chicago.
Phone Wabash 801.

DWIGHT BROS. PAPER CO.
626 South Clark St., Chicago.
Phone Harrison 395.

GREAT LAKES PAPER CO.
515 S. Wells St. Phones Wabash 1413-1414
Chicago

THE MCGREGOR PAPER CO.
536 S. Clark St., Chicago. Harrison 5042.
UNION WATERMARKED PAPERS

MESSINGER PAPER CO.
180-2-4 West Randolph St., Chicago.
Phone Main 2120.

PAPER—Continued

MIDLAND PAPER CO.
322 W. Washington St., Chicago.
Phone Main 142.

MOSER PAPER CO.
621 Plymouth Ct. Phone Wabash 2714.
Chicago

SEAMAN PAPER CO.
208 S. LaSalle St., Chicago.
Phone Harrison 5586.

SWIGART PAPER CO.
653 S. Wells St., Chicago.
Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago.
Phone Main 875.

PRINTERS' MACHINERY AND SUPPLIES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

PROOF PRESSES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

THE VANDERCOOK PROOF PRESSES
The Presses That Revolutionized Proofing
Sold Direct from Maker to User Only

THE VANDERCOOK PRESS
452 N. Ashland Ave., Chicago

WIRE STITCHERS

J. L. MORRISON CO., Inc.
116 W. Harrison St. Phone Harrison 8045.
Chicago

Phone Haymarket 7559
Printers' Machinery Sales Co.

USED PRINTING MACHINERY
COMPLETE EQUIPMENT BOUGHT.
SOLD, EXCHANGED AND LISTED

1722 West Grand Avenue

Lodestone Covers

Get the New Sample Book
Now in the hands of our
Distributors

Baltimore, Md.....	O. F. H. Warner & Co.
Boston, Mass.....	John Carter & Co.
Buffalo, N. Y.....	R. H. Thompson Co.
Chicago, Ill.....	J. W. Butler Paper Co.
Chicago, Ill.....	James White Paper Co.
Cincinnati, O.....	Chatfield and Woods Co.
Cleveland, O.....	Union Paper & Twine Co.
Dallas, Texas.....	Southwestern Paper Co.
Detroit, Mich.....	Chope-Stevens Paper Co.
Grand Rapids, Mich.....	Central Michigan Paper Co.
Hartford, Conn.....	Henry Lindenmeyr & Sons
Houston, Texas.....	Southwestern Paper Co.
Indianapolis, Ind.....	Crescent Paper Co.
Kansas City, Mo.....	Missouri-Interstate Paper Co.
Los Angeles, Calif.....	Sierra Paper Co.
Milwaukee, Wis.....	Standard Paper Co.
Minneapolis, Minn.....	McClellan Paper Co.
Minneapolis, Minn.....	Minneapolis Paper Co.
Newark, N. J.....	Henry Lindenmeyr & Sons
New York, N. Y.....	Henry Lindenmeyr & Sons
Omaha, Nebr.....	Field Hamilton-Smith Paper Co.
Philadelphia, Pa.....	Paper House of Penn.
Pittsburgh, Pa.....	Chatfield & Woods Co.
Portland, Oregon.....	Endicott Paper Co.
Rochester, N. Y.....	R. M. Myers & Co.
San Francisco, Calif.....	Pacific Coast Paper Co.
Seattle, Wash.....	Mutual Paper Co.
St. Louis, Mo.....	Mississippi Valley Paper Co.
Toronto, Canada.....	United Paper Mills, Limited

Where do you stand?

There are only two kinds of people. One kind merely pass their days in lethargic disregard of all the things they might acquire with but slight effort. Other people are ever on the alert to change their environment, to improve themselves and their service, to make money — and from this latter class we seek patronage.

(If you are not on our books, we suggest that you get acquainted with our service. Come in and see the finest plant of its kind in America.)

Smith-McCarthy

TYPESETTING COMPANY

Telephones; HARRISON 3864-5-6-7
637-39-41 SOUTH DEARBORN STREET

lit. Sec.

UNIVERSITY OF ILLINOIS LIBRARY

Ben Franklin Monthly



Vol. XIX

MAY, 1922

No. 3

B IN BOSTON
Boston expects you
to be at the Second Educational
Graphic Arts Exposition, Me-
chanics Building, Boston, Mass.
August 28 to September 2, 1922

RESERVATIONS FOR SPACE
SHOULD BE MADE AT ONCE

BOSTON GRAPHIC ARTS EXPOSITION, Inc.
10 HIGH STREET BOSTON, MASS.

© TRADE

LINOTYPE

MARK ©

Every important improvement in methods of composition for the past 36 years has been the result of Linotype initiative.

Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation. The Linotype is the machine of no compromise.

The illustration shows the Model 24, text and display Linotype. As many as ten faces in six different sizes are immediately available from the keyboard.



Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada
at 440 South Dearborn Street, Chicago, Illinois New York Office, 27 Warren Street

Vol. XIX 20c the copy MAY, 1922 \$2.00 the year No. 8
Foreign Subscription \$3.00

The New Printing Bureau Head

HERE is Louis A. Hill, new director of the Government Bureau of Printing and Engraving, as he looked on the way from the White House after a conference with President Harding.

Mr. Hill rose from assistant director of the Bureau to director on April first, when President Harding, through a sweeping reorganization, ousted James L. Wilmeth, the director, and several lesser officials "for the good of the service." The action has caused nationwide comment.

The Bureau of Printing and Engraving should not be confused with the Government Printing Office, headed by George H. Carter, one of the contributors to this issue of BEN FRANKLIN MONTHLY. The two establishments are under totally different executive control and fill distinct individual needs. The chief activities of the Government Printing Office are explained in Mr. Carter's article on page 23. The Bureau of Printing and Engraving turns out bonds, postage stamps and the like.

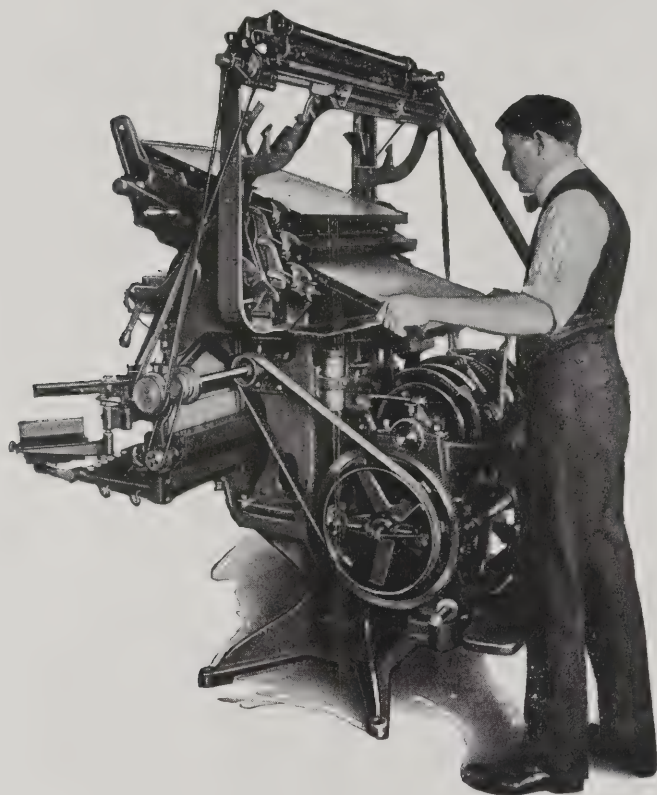


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The Evolution of Bookmaking

The First of Two Installments Giving a Short History of Bookmaking in Its Earliest Stages—Manuscript and Block Books

By JAMES MacLEHOSE, M. A., LL. D.*

President of the Federation of Master Printers of Great Britain and Ireland

I CAN only attempt to give a slight sketch of some of the steps by which the printed book as we now know it grew out of the volumes of earlier centuries. Our earliest records of books are of sheets of stone or brass or lead, or of tablets covered with wax on which writing was engraved. The Egyptians discovered an easier method of preserving their thoughts. They found that they could write on papyrus, which is a reed or plant. It grew to the height of eight or ten feet on the marshy banks of rivers in Egypt or Abyssinia, and also in Palestine and Sicily. The central pith of the reed was cut into longitudinal strips. These were put side by side. Across them was put another layer of strips at right angles. The two layers were then soaked in water and pressed together. When dried, they made the earliest sheets of paper. Sometimes these sheets were used singly, and sometimes a number were cemented together so as to make one long sheet.

These long sheets were rolled up, and, if their owners desired to preserve them, they sometimes fastened one end to a roller of wood or metal, and protected the whole by a covering of skin. The rolls were either laid on shelves or put in metal boxes. It is from this early form of book that we have the word "volume," or something rolled up. The Royal Library at Alexandria contained hundreds of thousands of these rolls. Partly by war, and partly by wanton destruction in the name of Christianity, they were destroyed.

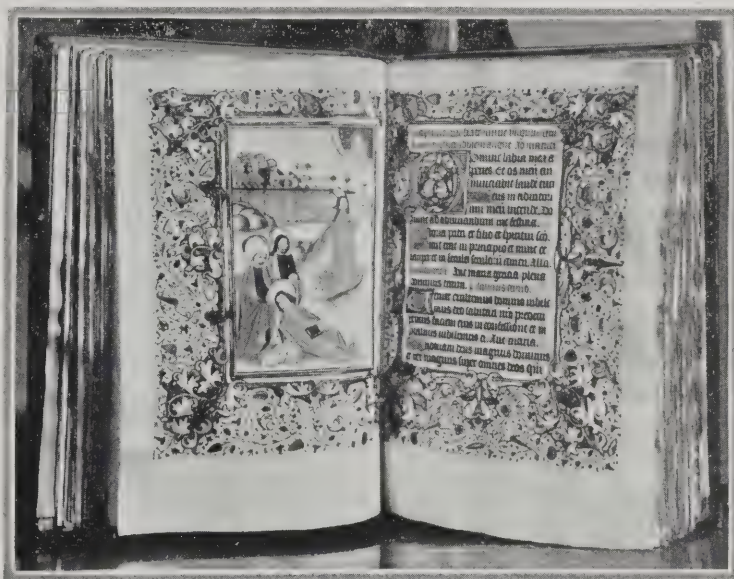
Papyrus paper was introduced to Greece and Italy from Egypt. But the difficulty of obtaining a sufficient supply of papyrus was one of the reasons why vellum and parchment came to be used for writing. These, of course, were the skins of calves or sheep, prepared by long soaking in lime. The soaking removed the hair, and after the skin had been shaved thin, washed, dried and stretched, it was smoothed by fine chalk and pumice stone.

Parchment afforded a much stronger material for writing on than papyrus, and became the chief material until paper made from rags was introduced. The parchment was rolled up in the same way as the papyrus. As time went on, however, it occurred to some book-lover, who was probably a monk, that, instead of making the sheets of vellum into a roll, or folding them backwards and forwards, he might place one sheet inside another and thus

make what is called a section. It seems simple enough, but the real beginning of the modern book was due to this idea of placing two sheets of vellum of the same size inside one another, and folding them through the middle, and then sewing them together.

In an interesting list of appliances required by the scribe, we find the following: Desks, ink, parchment, pens, penknives, pumice stone to smooth the parchment, awls to give guiding marks for ruling the lines, reading

frames to hold the books which were to be copied, rulers, and weights to keep down the pages. The first thing which the scribe did when he prepared a quaternion or section of vellum for writing on was to examine the sheets, for the two sides of parchment are not exactly the same. The side which was next the flesh is smoother and whiter than the side which was next the hair. That side was rougher and more yellow, but if you examine early manuscripts you will find that the sheets of parchment were so placed together that the two pages at any



Photograph of the original in the Newberry Library, Chicago, by Jun Fujita.
An Early Fifteenth Century Manuscript "Book of Hours." The original is beautifully embellished in blue, red and gold, and is done on vellum.

opening of a book would either be both the smooth flesh side or both the rougher hair side.

Having got his section of parchment ready, the scribe proceeded to rule the sheet. Holes in the vellum were marked with an awl, and then lines were drawn across the sheet so as to keep the writing straight, and the margins also were ruled.

The ink was made by the scribe. I understand that from earliest times the ink which has been used for writing has been made mainly in one of two ways—either with soot or lamp-black mixed with gum and water which gave a rich black ink, or later with gallic acid, sulphate of iron and gum. Ink of this latter kind was found at Pompeii still liquid after having remained for 1,700 years in a vessel untouched.

When the scribe had finished writing his sheet, it was compared by another scribe and then passed on to the rubricator, who added capital letters and the colophon and liturgical directions. The scribe wrote only the text, and left all these special points to the rubricator, or, if the work aimed at special elaboration or beauty, it was given to the illuminator, who added pictures or otherwise enriched the volume. The colors he chiefly used were red, blue and gold.

We are apt to think of these manuscripts as having been written from first to last by one man, but there were

*An address delivered to the Stationers' Company at Stationers' Hall, London, on February 18.



First page from "The Apocolypse of St. John," a Block Book of the Fifteenth Century

in early days, as there are today, various divisions of workers whose combined labor went to the making of a book.

St. John the Evangelist was the patron saint of the scribes, and in the records of the Guild of St. John of Bruges, of 1454, we find the following list of trades: Scriveners and copiers of books; illuminators; painters of vignettes, letter engravers; figure engravers, who engraved images of saints, either as woodcut illustrations or for block books; printers from blocks or type; parchment and vellum makers; curriers; bookbinders; cloth shearers; boss carvers; and included in the same Guild were: schoolmasters and schoolmistresses, booksellers and print sellers.

By the fifteenth century the manuscript volumes had attained great perfection, and many of those which survive are works of the greatest beauty. But for some purposes they could not be produced quickly enough or cheaply enough. This led to the introduction of what are called block books, which were printed wholly from carved blocks of wood.

They were usually pictorial, and many of them contained an engraving of a saint, and these block books were very largely used for liturgical books or else for indulgences of the church. If there were any letters, then they also were cut in wood. Sometimes a block of wood was large enough to hold two pages.

Almost without exception, these block books were printed on one side of the paper only. The block was thoroughly wet with thin watery ink, a damp sheet of paper was placed upon it, and the back of the paper was carefully rubbed with a burnisher or dabber.* In this way an impression of the ridges of the block was transferred to the paper. They were printed in single sheets,

* Theodore Lowe DeVenne, in "The Invention of Printing," takes strong issue with the belief that the early block books were printed by the use of a burnisher or dabber. He believes that a crude press was used.—The Editor.

and not quired; that is, one sheet was not placed inside another.

The demand for these books continued throughout the fifteenth century, long after the invention of movable type, and the supply of them was kept up.

I have said that there were sometimes three or four engraved lines of lettering below the illustrations in these books. We can find instances of the lettering having been cut away and used again and also of the lettering having been cut up so that a portion of it was used again.

It is obvious that if you begin to use lettering over again, and to cut up an inscription into single words, you are on the way towards carrying the process further and cutting up your words into single letters and having movable type.

We have seen that block books were introduced in order to multiply more rapidly the manuscript volumes, and precisely the same is true with regard to the books printed from movable type.

It has frequently been stated that manuscript books and printed books were perfectly different. We are a great deal nearer the truth if we say that the early printed books were intended to be the same as manuscripts, and I think I can show you that in a great number of points they not only imitated the manuscripts, but endeavored as far as possible to make the printed work exactly like a manuscript volume. There is obviously no time today to go into various minute but interesting questions as to the origin of movable type and the first users of them. I refer you at once to the work of Caxton.

(To be concluded)

Chamber of Commerce Appoints Trade Association Committee

APPOINTMENT of a committee to study and report on the subject of trade associations has been announced by the Chamber of Commerce of the United States. The committee will direct its inquiry with a view to determining in what manner trade associations can render the greatest service to business and the public. It held its first meeting at the headquarters of the Chamber in Washington on April 5.

Members of the committee are:

Philip H. Gadsden, chairman, Philadelphia; president American Electric Railway Association and formerly member of Federal Electric Railways Commission; vice-president United Gas Improvement Company.

Thomas S. Adams, New Haven, Conn.; secretary National Tax Association; professor of political economy, Yale University.

Fred R. Babcock, Pittsburgh; formerly president National Wholesale Lumber Dealers' Association and of the Pittsburgh Chamber of Commerce; president Babcock Lumber Company.

Charles J. Brand, Pittsburgh; formerly chairman Cotton Distribution Board, and chief of Bureau of Markets, Department of Agriculture; vice-president and general manager United Fruit Growers, Inc.

Henry S. Dennison, Framingham, Mass.; formerly director of planning and statistics, War Industries Board, and president of the Taylor Society; president Dennison Manufacturing Company.

James R. Maccoll, Pawtucket, R. I.; formerly president National Cotton Manufacturers' Association and chairman executive committee, World Cotton Conference; treasurer Lorraine Manufacturing Company.

The World's Largest Print Shop

Government Printing Office Exceeds Largest Newspaper Plants
in Amount of Type Matter Set Daily and in Speed of Operation

By GEORGE H. CARTER*

Public Printer, United States of America

THE Government Printing Office is one of the great establishments of the Government; one in which you all should be deeply interested, and yet I have been surprised to learn how little accurate information and how much misinformation even the printers of the country have concerning the greatest print shop in the world. Comparatively few men of our trade, especially employing printers, visit the Government Printing Office when they come to Washington, but depend for their viewpoint as to its success or shortcomings upon the comments of someone else who may, perchance, have overheard a stranger say that another man once told him that the Government Printing Office is not a place in which a decent and self-respecting citizen ought to venture alone and unarmed.

Permit me here and now to extend to you all a cordial and standing invitation to visit the Government Printing Office as often and to stay as long as you may desire. If misfortune overtakes you on the perilous tour through the plant, we have a well-equipped hospital and machine shop to meet any emergency and even an old Army ambulance to haul you away. But whatever your fate may be, I want you to come, and if we can show you any of the old tricks of the trade or you will suggest any new ones to us, you are thrice welcome.

However, before you come, I want to take advantage of this rare chance to tell you something of our work. Probably you have nodded often over sleepy statistics of Government printing. What I desire to relate here is an incident or two of plant efficiency which I am sure will interest you as practical printers and, I hope, inspire a desire to see the world's biggest printery in actual operation.

For example, when the President recently submitted to the Senate the voluminous minutes of the Conference on Limitation of Armament, we received the manuscript consisting of 1,676 folios on a Saturday afternoon. The copy made 2,176 "takes" and when printed filled 935 octavo pages with 2,000,000 ems of ten-point type. Although this job was not started until late Saturday afternoon, 1,370 complete copies, bound in paper, were delivered to the White House and the Capitol at nine o'clock the following Monday morning. The actual time re-

quired for the composition was eight hours and the rate of production, including setting, reading, correcting, revising, making up, proving, press work, and binding, was one page every sixty seconds of the sixteen working hours this big job required.

Another high water mark was registered by the shop one night last summer when a sixty-four-page Record was all set, proofread, plated, printed, wire stitched, wrapped and 32,000 copies mailed in four hours.

On Tuesday night of last week we printed a 125-page Congressional Record, including twenty-three pages of solid tabular matter, all of which were set after seven o'clock in the evening, and yet the complete city edition was delivered by five o'clock the next morning. This speed was maintained notwithstanding the fact that one of the presses is thirty-six years old, another has twenty-seven years to its credit and the sixty-four-page web, the mainstay of the Record force, has passed its nineteenth birthday.

Another night recently the Congressional Record consisted of 117 pages of live matter. It was made up, revised, imposed, locked into chases and delivered to the foundry in 109 minutes, the plant record to date. The foundry succeeded in making 143 plates in 120 minutes.

Our type-setting equipment consists of ninety-four Linotypes, 100 Monotype keyboards and 126 Monotype casters, which is by far the greatest battery of such machines in the world. These machines annually set two and one-half billion ems of type, or more than enough to fill 675,000 newspaper columns.

To keep this tremendous amount of type constantly moving, we send a form to press every minute of each eight-hour working day throughout the year, the total number of forms last year being 171,626. These forms were handled on 152 presses which ran off nearly two and one-quarter billion chargeable impressions during the year. This printing required 40 million pounds of paper, and 100,000 pounds of ink.

Paper, cloth, and leather are about the only materials required for the printing of a book that are not produced in our own plant. We make all our own type metal, using fourteen tons daily, cast our own type, mold our own press rollers, and grind our own inks.

Even many of the machines and devices used in the plant are the product of our own machine shop or have been altered and improved by



PHOTO BY CLINEDINST

GEORGE H. CARTER
Public Printer, U. S. A.

*From an address delivered in Chicago by radiophone to members of the Franklin-Typothetae and local organizations within a radius of five hundred miles, on April 20.

Why Calendar Advertising Pays

A Calendar is a Perpetual, Year-Round Salesman For the Man Who Uses It Properly and Mails Good Calendars to His Trade

By J. E. BARKLOW

Vice-President, The Gerlack-Barklow Co., Joliet, Illinois

ON BEHALF of calendar makers, I plead guilty to our not having prepared a text book on calendars which is available for the general public. The industry is a comparatively new one. It originated in Red Oak, Iowa, in the latter part of the nineteenth century. I think it was in 1839 that the idea took form in a small country printing office. From this beginning a number of important institutions have developed in the last thirty years or more, whose business primarily is the making and selling of advertising calendars of the better class.

The fact that a great many calendars are made, sold and used, does not, of course, prove that calendar advertising pays, although it is hardly likely that business men all over the world would, year after year, continue to spend money for calendars and distribute them if they did not feel that they were getting their money's worth.

Right at the outset I want to say that some calendar advertising does not pay, at least it doesn't pay as it should. There is much waste in calendar advertising. This is due to the fact that the advertiser has not analyzed his requirements so that he can fit the proper medium to them.

Elbert Hubbard aptly says, "We deal with our friends, our enemies won't deal with us." If this is true, and I think it will be generally accepted as being approximately true, the matter of prime importance to

all business men is first making friends. Calendar advertising is especially fitted to this purpose. Let me outline briefly the logic of calendar advertising:

Usefulness: The calendar is an absolute necessity in every home and office, and while a single calendar may serve the purpose, a second or third is a convenience, while a fourth or fifth is often a source of enjoyment.

Permanence: The calendar lasts a year, during which it proclaims the name of the donor in many homes or offices or both.

Preferred Position: Because a calendar is a necessity and an art calendar is a thing of beauty it is gladly given wall space which would be unpurchasable by any other means. And what a position! It is in the rooms of homes, and prominently displayed in offices where everyone can see it. And every time it is seen the name of the advertiser is associated with it. Instead of placing the advertiser under obligations for the use of the space, the

reverse is true, providing, of course, the calendar is worthy of being preserved.

Space Monopoly: Each calendar occupies a space all by itself. It is a whole page advertisement hung up in plain sight with all other pages eliminated, and it lasts a year.

Repetition: It is in plain sight every day of the year and proclaims its message to many different people. Not only does the individual calendar bear its message to the family, but a repetition of the calendar in many homes and offices multiplies the force of its message.

Trademark Value: Even if the advertisement is not noticed at the time the calendar is seen, the picture in time comes to represent the advertiser.

Personal Appeal: The calendar is worth all its costs, if only for the opportunity it gives to bring the advertiser into friendly relations with his customers or prospective customers.

Souvenir Value: Many of the art calendars distributed today would find ready sale in art stores at such prices as would make them exceedingly acceptable presents.

Economy of Circulation: In the use of calendars there need be absolutely no waste circulation. They can and should be placed only in the hands of possible customers or in places that reach the eye of possible customers.

Sign Value: The art calendar enables the business man to

duplicate his sign many times at small cost, signs that command attention and make a good impression. In no other way can the business man hang his signs in homes and offices where they proclaim the name and business of the advertiser constantly.

Art Value: Only a few people in the world can afford the luxury of having original paintings in their homes. The only examples of art to be found in many homes are reproductions of paintings found on art calendars.

Prestige: A fine art calendar builds prestige. The calendar goes out as the business man's representative, and if the representative is really worth while, it will create a good impression. "Like calendar, like man" is the impression created by the distribution of good calendars.

A Permanent Advance Card: What has gone before has applied principally to the local distribution of the calendar, and particularly in the

In the December, 1921, issue of BEN FRANKLIN MONTHLY there appeared an article headed "Does Calendar Advertising Pay?" quoting a writer in Marketing, who asks sincerely and for information whether calendars bring results. The writer complains that calendar makers have never compiled statistics relating to the question.

Mr. Barklow's attention was attracted to the above question and this article is a reply to it. Having built the success of the Gerlach-Barklow Company largely on calendars, he naturally believes that the answer is "Yes," and says some very pertinent things to sustain his argument.

—The Editor.

Concluded
on page 62



THE MORNING DEW

A 4-color process reproduction of an original painting by Fletcher C. Ransom, used as a calendar illustration by
THE GERLACH-BARKLOW CO., Joliet, Illinois, and Stratford, Canada



Reproductions in half-tone of typical examples of art calendars in THE GERLACH-BARKLOW line. The two illustrations at the top are reproductions of great indoor billboards, covering a wall space of nearly nine square feet, and are intended for use in offices and public places. The others are reproductions of hand-colored de luxe calendars intended primarily for home use.

"Old Tom" Faulkner Dies Suddenly

Chicago Printing Trade Loses One of Its Oldest Members
When Death Ends a Remarkable Career of Fifty Years

A HISTORY of over fifty years of the life of one man given to the printing industry came to an abrupt close on April 28, when Thomas H. Faulkner, affectionately known among Chicago printers as "Tom," dropped dead in West Baden, Indiana, where he had been enjoying a vacation with a friend of many years standing, William J. Hartman.

Mr. Faulkner was one of the old-time printers of Chicago to whom the whole Chicago trade looked with the peculiar respect awarded a pioneer. He began his career with types and presses in 1869 when he was twelve years old with Church, Goodman and Donnelley, then located at Washington and Dearborn streets.

After he had served his apprenticeship here and become a journeyman printer, he became foreman of the composing room of the James W. Jones Co. From there he went to the Stromberg Allen Co. as general manager and remained in that position until he became identified with the Faulkner-Ryan Co., now located at 712 Federal street. At the time of his death he was president of the company which bears his name. During the seventeen years since the formation of the company he had been a leading figure in its progress, and his loss is like the loss of a family member to many of the older employees of the firm.

Mr. Faulkner was prominent in the activities of the closed shop division of the Franklin Typothetae of Chicago and an honorary member of Typographical Union No. 16. He was also a member of the Loyal League, the Catholic Order of Foresters and the Illinois Athletic Association.

Many who are now feeling a sense of loss at the knowledge of Mr. Faulkner's death, will recall a happy evening spent with him and nearly two hundred friends at the City Club in Chicago two years ago when he celebrated his fiftieth anniversary in the printing industry, and in his own words told a fascinating story of his fifty years' struggle along the path from apprentice to master printer. Typical of the affection of members of the printing trade for "Old Tom" was the short sketch of his life given that evening in an address by John W. Hastie, who said:

"In memory I visualize this old friend fifty years ago in the days before the telephone; before electricity was

in use as now applied; when neither his age nor his working week of fifty-nine hours was any one's concern; the days when a walk of several miles to report at seven a. m., up five or six flights of stairs, as there were no elevators, was the common rule; when three dollars was the maximum for his week of fifty-nine hours and in-

creases in his wage came once a year at one dollar a week each during the five years of his apprenticeship; when his first duty was the use of a broom in the absence of janitors to do the menial work necessary in a print shop, and his next to run errands regardless of distance and car fare.

"Our next vision is when we see him washing press rollers and feeding the small platen press by hand, using his leg for power. Then he is advanced to the type case, and as months roll by he acquires a wide knowledge of typography and emerges at the end of his apprenticeship a journeyman printer, master of the trade, at a salary of eighteen dollars a week. All this time he has maintained a place among his fellows of which he may well be proud, and has enjoyed that measure of success to which he is justly entitled. Such, my friends, is the man whom we felicitate—good old Tom."

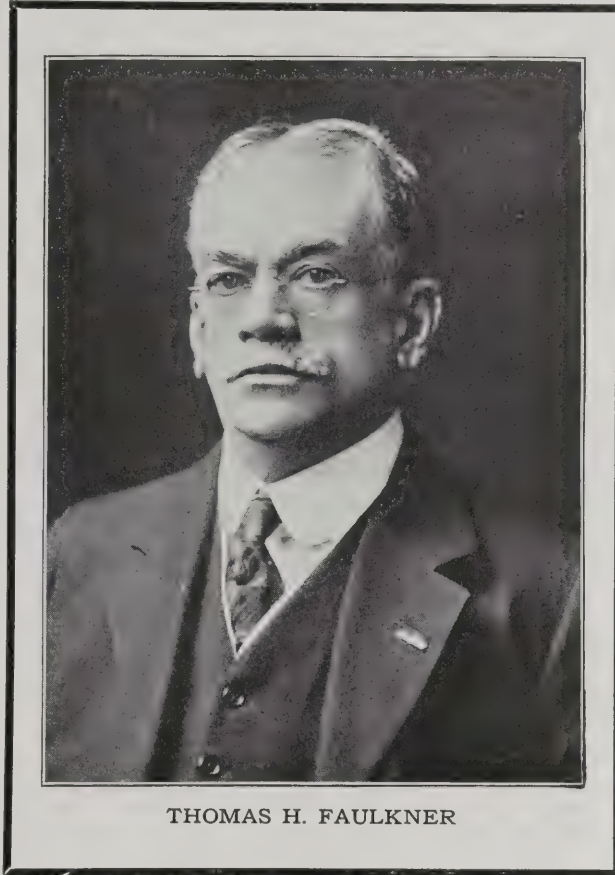
And when, after several other intimate talks by friends of Mr. Faulkner, old Tom himself gave an insight into the calm philosophy with which he himself approached the final event of his life.

"I sincerely trust," he said, "that we may all live our lives in such a manner that we shall not be afraid to approach that day on which the story of our lives shall be proofed in black and white and hung upon the great proof hook of the morrow."

Up to the time of his death, Mr. Faulkner was actively engaged in the business of the Faulkner-Ryan Company. Plans for reorganization of the company have not yet been made, but it is probable that the business will continue with Mr. Faulkner's holdings being executed by Mrs. Faulkner and their three daughters, who survive him.

The funeral was held on Tuesday, May 2, from the Faulkner home, and the crowds which found their way from the house to Calvary cemetery formed a final comment on the affection which all who knew "Old Tom" felt for him.

Concluded
on page 57



THOMAS H. FAULKNER

“How’s This For A Slogan?”

Often an Executive’s Casual Remark Results in a Slogan
Which May be Good or Bad—But Anyway It’s a Slogan

By NOBLE T. PRAIGG

President, Praigg, Kiser & Company, Chicago

SLOGANS to the right of us, slogans to the left of us—how they volley and thunder! Slogans about hats, lathes, milk, hair nets, ice-cream, printing, chairs, textiles, mud baths, flowers!—and, in all this inundation of slogans, the casual reader of advertising is inclined to wonder what they are all about, what value they represent, what accomplishments they record.

Indeed, in our eagerness to “have a slogan,” are we not sacrificing substance for shadow in too many instances? Recall as many slogans as you can and decide for yourself how many of them really have what R. W. Alger characterizes as “portable wisdom, the quintessential extracts of thought and feeling.” On the contrary, glancing at a random handful of the thousands of slogans which have been created, all too many of them seem to have been produced through the operation of the president or high executive breezing into the office on an historical morning with this preface, “How’s this for a slogan?”

And, the damage is done.

One or several of the following five attributes are present in every good slogan—brevity, euphony, demonstrated truth, oddity, humanness.

Even such a slogan as E. C. Simmon’s “The recollection of quality remains long after the price is forgotten,” lives in spite of its ponderousness because it is the expression of a realized truth. And, at the opposite extreme, what possible basic benefit can be imagined from, “We lead, others follow?”

A slogan is usually as effective as the advertising which gives it circulation. Commercially it is, of course, a verbal effort to control consumer preference. And, either consciously or unconsciously, the slogan user attempts to bend to his own advantage the laws of association, imagination or suggestion, in order that his catch phrase may turn trade toward him.

Examples of the worthy slogan abound, from the antiquity of, “In hoc signo vinces” through “Down with the aristocrats” and “The full dinner-pail” to “From contented cows.” How necessary, though, for the slogan-maker to bear in mind definitely the conditions under which a slogan can accomplish its purpose.

Originally, armies arose and nations fought through the inspirational suggestion of the slogan. Similarly, have political parties overwhelmed all opposition. But, this is the mass sentiment which the advertiser can only look upon with envy in the realization that whatever mass appeal is exerted by his slogan must nevertheless be independently crystalized in the form of individual purchases.

So, of just what benefit is the slogan? Parenthetically, printers have found other people’s slogans beneficial—

for think of the stationery which would have lacked the second color had it not been for the slogan of the purchaser!

It is hard to escape the conclusion that a good many slogans exist simply in order that there may be a slogan, not that any predetermined purpose is to be accomplished.

Great good would be accomplished if men would apply to their slogan-making Plato’s sentiment about truth, “Seven years of silent inquiry are needful for a man to learn the truth, but fourteen in order to learn how to make it known to his fellow-man.”

Let the impetuous consider that as Lesson I in patience!

After the slogan is coined, how will it be used? If it is not to be given point by wide circulation, strong emphasis, and clear explanation, why have a slogan at all? For, when current most widely-known slogans are considered, it will be instantly seen that they are “most widely-known” because the driving force of persistent advertising has literally compelled attention and memory. Yet, review some of them and see if you can instantly tell what manufacturer uses the slogan, and in the interest of what product it is used:

“Hammer the hammer”
“It Floats”
“There’s a Reason”
“Ask the man who owns one”
“Chases Dirt”
“See that hump?”
“Good-morning. Have you used Pear’s Soap?”
“The salt that’s *all* salt”
“Eventually—why not now?”
“The road of a thousand wonders”
“Have you a little fairy in your home?”
“From contented cows”
“Absolutely Pure”
“57 Varieties”
“No metal can touch you”
“His Master’s voice”
“An apple a day will keep the doctor away”

How many other slogans can you think of?—and, bearing in mind that there are thousands of others—what, in your opinion, is the general, public sales value of all those other thousands? In this connection it is interesting to note a little inquiry made several years ago by Cheney Brothers, silk manufacturers, into the average human memory for things advertised. While, of course, their findings were not of basic, scientific value, there is a suggestion of interest here to that person who would regard a slogan as of prime importance, rather than as an artificial and wholly minor selling accelerative.

A good friend of BEN FRANKLIN MONTHLY wrote to us saying: “Give us an article about slogans. I hate them myself, but I’d like to read some facts about them written by someone who knows what he’s talking about.”

So we asked Noble T. Praigg to write the story. Noble ought to know. He’s played with them long enough.

—The Editor.

portance, rather than as an artificial and wholly minor selling accelerative.

A large group was given first a series of manufacturers' names and each person was asked to name the product of each manufacturer. Correct answers were given by 81.5 per cent of the group. They were then given a list of trade names of products and asked to tell for what each product was used. Correct answers were given by 66.6 per cent of the group. A list of slogans was presented, the question being to name the manufacturer who used the slogan. Correct answers—45.1 per cent. From a list of manufacturers' names, with the question, "What is the trade-mark of each?" but 37.7 per cent answered correctly, and when the group was given a series of product trade names, the problem being to name the manufacturers, only 28.4 per cent were right.

If such an experiment as this were conducted largely, and if the percentages gained were in this same proportion, there would be only two answers of primary importance to the purpose of good advertising—emphasize upon the public mind the name of the manufacturer and his product, win confidence in the manufacturer of a worthy and serviceable commodity, and the purchaser will remember his name over and above all other factors of his business such as trade name, slogan and trade-mark.

Those who would adopt a slogan might well test it by the five standards set forth earlier in this article, then, in order that the slogan might become dynamic in its resultfulness, put behind it the drive and persistence of repetition in whatsoever field that slogan should become an active selling influence.

Federal Trade Opens U. T. A. Hearings

HEARINGS in the Federal Trade Commission's case against the United Typothetae of America, relative to the Commission's revised complaint against the U. T. A. charging tendencies to fix prices and extortion in connection with the Typothetae Three-Year Plan, opened at the Chicago office of the Federal Trade Commission on April 17.

The entire week was taken by the hearing of testimony from witnesses called by the commission. The hearings opened on Monday morning with the calling of a Chicago paper merchant to testify as to the attitude of the U. T. A. at the time the Three-Year Plan was proposed and subscriptions solicited. Later several other paper merchants were called in by the commission in an attempt to prove that the reason for their subscriptions was the fear of discrimination against them by members of the U. T. A. if they did not subscribe.

Edward T. Miller, secretary for the U. T. A., was closely questioned by the commission's attorney as to the purposes of the Three-Year Plan, the Standard Guide, the Standard Cost Finding System and other services of the U. T. A. Toward the end of the week several printers were placed on the stand and given a standard letterhead from which to estimate by the Standard Guide, in an attempt to prove that the Guide fixes prices.

Closing the hearings in Chicago on Saturday the commission's examiner and attorney left for Portland, Oregon, where the hearings were continued. Following this session, testimony was taken in Seattle, Washington. On May 15, the Chicago hearing will reopen at 14 W. Washington street and is expected to continue two or three days.

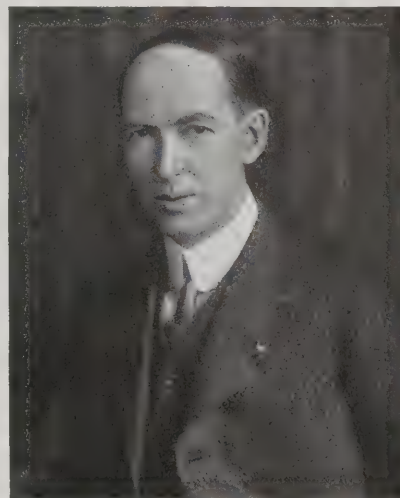
From Chicago the examiner and attorney will proceed to the East where hearings will be held in Washington, D. C., and possibly in New York City.

Large Audience Applauds Public Printer Carter

WITH over 200 members of the Franklin-Typothetae of Chicago listening from their seats in the main dining room of the Hamilton Club and members of local Typothetae within a radius of 500 miles listening from their places in special meetings, on the evening of April 20, Public Printer George H. Carter, chief of the largest printing office in the world, extended a general invitation to printers all over the country to come and see him in his shop—the Government Printing Office at Washington, D. C. Following this invitation, Mr. Carter delivered an interesting address concerned chiefly with tales of the size and work of the Government Printing Office, a talk which substantiated the phrase, "the greatest printing office in the world."

The radio talk (reproduced in part on another page of this magazine) was delivered at the Westinghouse broadcasting station following the dinner at the Hamilton Club. Members of the Franklin-Typothetae, besides hearing the broadcasted talk by means of the radio instrument at the Hamilton Club, later heard a longer talk which Mr. Carter delivered in person in the dining room.

In the longer address the Public Printer cited further incidents of public printing efficiency and told how he had tried to free the Government office from the domination of any class of men, and how he had to a large extent succeeded. Today no prejudices in regard to race, color, creed, or affiliation or lack of affiliation with labor organizations bar a man from working in the Government Printing Office, according to the statement of the Public Printer.



MARION S. BURNETT

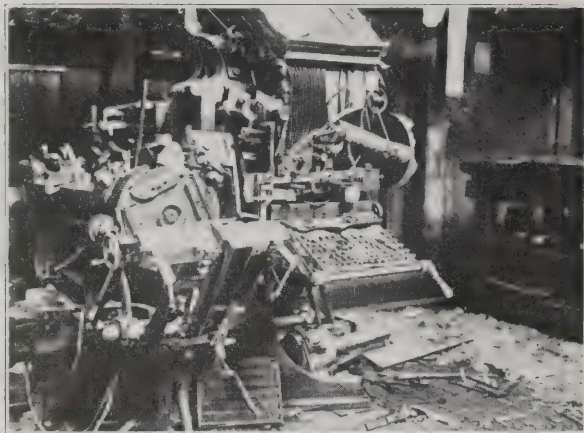
The meeting was planned by the Commercial Group of the Franklin-Typothetae, of which Marion S. Burnett is chairman. It is largely to Mr. Burnett that the organization owes its thanks for the appearance of Mr. Carter and for the general success of the meeting.

When You Move Notify the Post Office

MANY people who change their place of residence do not advise the post office of their new address and, as a result, many valuable letters and parcels are delayed or fail of delivery.

The postmaster requests that all patrons who have changed their residence or who contemplate such a change notify the post office promptly either by dropping a card, giving both the old and the new address, in the nearest mail box or by giving their new address to the letter carrier, who has cards especially provided for that purpose.

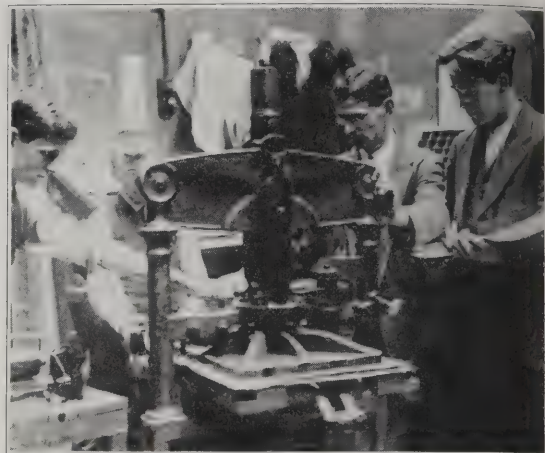
The Ben Franklin



P. & A. Photo.

Irish Rebels Wreck Dublin Freeman's Journal

All that was left of one of the Linotype machines in the plant of the *Freeman's Journal* at Dublin after a band of men, dissatisfied with the paper's editorial policy, had wrecked it. Damage estimated at \$200,000 was done.



P. & A. Photo.

But the Freeman's Journal Was Printed

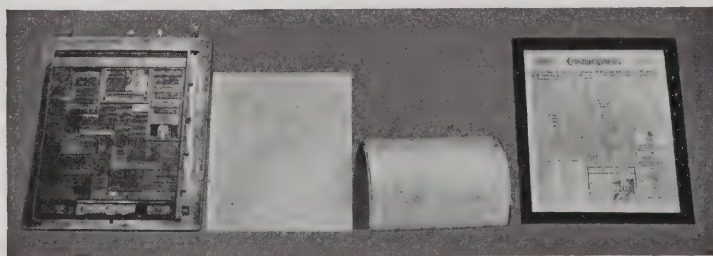
on this eighteenth century hand press the next day as though nothing had happened. It was a bit smaller—only one sheet, in fact, confining itself chiefly to a story of the war and the destruction of the *Journal's* plant.



Printing Department, Geo. W. Brackenridge High School.

Getting Started Right in Texas

Boys and girls in San Antonio, Texas, who are on the alert to learn a trade have only to register in the printing course at the George W. Brackenridge High School. Soon they are busily and happily engaged with those shown in the picture above. The Linotypes shown were loaned to the High School by the Mergenthaler Linotype Company.



Permanent Linotype Exhibit

Loaned to Columbia University by the Mergenthaler Linotype Company.



Papiers et Cartes Couchés

SOCIÉTÉ ANONYME DES
ANCIENS ÉTABLISSEMENTS

GRILLET & FÉAU

Capital Social : 1.000.000 de francs

LA PLUS
IMPORTANTE USINE DE COUCHAGE
DE FRANCE

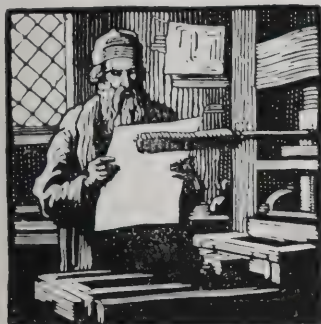
DÉPOT A PARIS : 9, Rue Bergère TELEPHONE
Louvre 14-11

USINE A COURBEVOIE : 30, Rue de Paris TELEPHONE
Wagram 17-04

An Interesting Advertising Border

from an advertisement in *Le Journal Des Imprimeurs*, Paris. Notice how well the selection of type and type arrangement harmonize with the black and white of the border, making the border become a part of the picture rather than a frame for it.

Pictorial Review



"Shop for Excellence"

says Marion S. Burnett of Chicago in a recent mailing piece and lends atmosphere to it by the use of the attractive cut shown above.



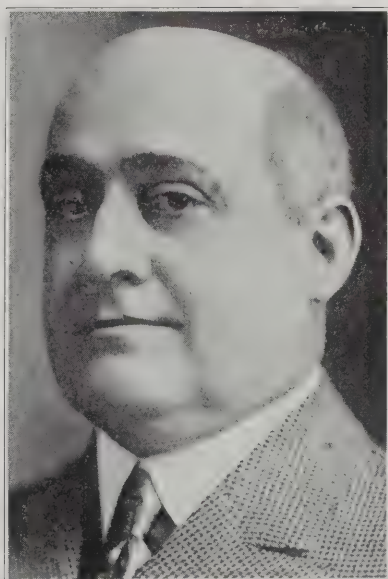
Mergenthaler Exhibit at N. E. A. Convention.

What's a Convention

without a Linotype exhibit? And so far is the Mergenthaler's educational program reaching that it doesn't seem to matter much any more what kind of a convention it is. Here is the Linotype exhibit at the N. E. A. convention held in Chicago recently.



HERBERT FARRIER



ARTHUR E. HAM



EDWARD D. BERRY

"B in Boston"

They are saying to you, and they know that it is good advice, for they are a part of the group of people who are working now to make things interesting for you when you attend the Boston Graphic Arts Exposition next August. The gentleman at the left, looking mildly skeptical of the things we are writing about him, is Herbert Farrier, member of the board of directors of the show. The pleased look on the face of the man at his left is due to the fact that he holds the money. He is Arthur E. Ham, the Exposition's treasurer.

U. T. A. Director of Advertising, told the Printers' Supplymen's Club of Chicago a lot about advertising at their last meeting, May 5.

Foremen Conferences Successful

New York Employing Printers' Association Finds That Much Good Comes From Periodical Meetings of Printing Foremen

IN THE early fall of 1921, Mr. Layton S. Hawkins, educational director of the U. T. A., called the attention of the New York Employing Printers' Association to an industrial survey made by the New York City Board of Education for its guidance in extending industrial education. Mr. A. Wilson, who is now director of vocational education in New York State, directed this survey, which, among other things, recommended the establishment of a central school for printing conducted under municipal supervision.

In endorsing the idea of a central school, Mr. Hawkins urged that every effort be expended by the printers to obtain such a school that young men entering the industry might have the highest grade of preparatory training. This led to a meeting of the educational committee of the association, to which were invited Messrs. Hawkins and Wilson, and later a joint conference was called of the educational committee and the apprentice committees of both the Open and Closed Shop sections. This conference was also attended by Messrs. Wilson and Hawkins and a special committee of three was appointed to study and formulate plans for a Central School of Printing.

The special committee met with Messrs. Hawkins and Wilson for the discussion of plans. Here it became plainly evident that regardless of the efficiency of such a school the apprentice would in the long run be dependent to an immeasurable extent upon the instruction received on the job from his foreman. It was then that Mr. Wilson brought up the subject of conferences for foremen and offered to procure the services of a competent man to demonstrate the character and value of such conferences to the industry.

With the consent of the committee, Mr. Wilson obtained the services of Chas. R. Allen, special agent of the Federal Board for Vocational Education, to conduct a set of conferences lasting two weeks with a group of superintendents from different shops. This group comprised the following superintendents: Henry Kanegsberg, Blanchard Press, Inc.; Walter Sherwood, Butterick Pub. Co.; H. C. Praeg, Carey Printing Co.; A. Dorey, DeLaMare Ptg. Co., Inc.; C. DeVeze, DeVenne Press; Lucius Murdock, Eilert Printing Co.; Herman Trapp, Chas. Francis Press; Alfred Samisch, Isaac Goldman Co.; Edwin Duthie, William Green Corporation; William Uhler, The Kalkhoff Co.; H. A. Knapp, Met. Life Ins. Co. (Ptg. Dept.); H. F. Young, Periodical Press; Peter Schneider, John C. Rankin Co.; I. H. Class and Chas. P. Schneider, Redfield Kendrick & Odell; W. H. Lester, Rogers & Company; W. Birds, Stillson Company; Dominick Tutrone, Technical Press; John Watson and Frank Cogovan, Wynkoop Hallenbeck Crawford Co.

Mr. Allen carried on these conferences exactly as if

they were regular foremen conference meetings and at the conclusion the superintendents recommended most strongly that steps be taken to provide for their permanent establishment in the industry. Acting upon this recommendation the association negotiated with H. H. Tukey, who has had the broadest experience in conducting conferences of foremen and who is qualified from every angle successfully to direct the work. The foremen conferences are now under Mr. Tukey's direction.

The meetings deal only with foremanship, i. e., there is no discussion of printing trade technique or processes, but instead the foreman is regarded as a manager, a supervisor and an instructor and his work discussed from these angles. Consensus of opinion is developed upon common problems of the foremanship craft, such as methods of handling men to the best advantage under given sets of conditions; methods of instructing men properly, giving orders and instructions properly; getting teamwork all around, promoting safety and many other tasks that distinguish the job of the foreman in the shop.

There are no lectures involved in these conference meetings—they are all that the term "conference" implies. No one connected with the group constitutes himself a higher authority on foremanship than the jury that is represented in the group itself. Free and open discussion is

at all times encouraged and the men give freely of their own problems and experiences. Each member of a conference group contributes his best thought. The meetings are co-operative in the extreme and productive of the highest individual good.

The groups are open to all men in the printing industry who hold supervisory positions in their respective shops. These include foremen, assistant foremen, sub-foremen, captains, lieutenants, etc. They include everyone who has to do with management, supervision or instruction in the shop. It is frequently found that some men carry only one of the above mentioned responsibilities—such as "instruction"—and where this is true special groups have been formed to meet this need.

There are no special dates for enrollment—the books are always open. Conference meetings will be organized as fast as enrollments accumulate in groups of fifteen. The opportunity is a continuous one which is always open to the men it serves.

In order that the best work may be done, the groups are limited to fifteen members. A larger body than this places a limitation upon discussion and destroys the conference value of the work. Any number of groups may be organized to meet the needs of the industry but the group enrollment in every case is limited to fifteen. The members of any group may include men of different grades.



LAYTON S. HAWKINS
Director, Department of Education
U. T. A.

"ASIDE FROM THAT IT'S ALL RIGHT"

By WILL RANSOM

GEORGE F. McKIERNAN & CO., Chicago.—Your series of eight mailing folders, describing and selling your own business and service, is something of which you may well be proud. Idea, presentation, and execution are all most excellent and on a plane of high standards. From the standpoint of a designer, the decorative features seem a little too prominent, but the well-selected color values keep them in their places. More restraint in the use of long ascenders in the Parsons type is desirable.

AMERICAN TYPEFOUNDERS COMPANY.—Acknowledging receipt of two books, "The Cloister Family" and "The Goudy Family." The only pertinent comment is a statement of pleasure in the beauties of these two series.

ADVERTISING TYPOGRAPHERS OF AMERICA, Chicago.—"Good Typography Pays" is an interesting little brochure, unostentatious but attractive, and reflecting the spirit of the text.

THE "Ladies' Night" announcement of the Printers' Supplymen's Club shows thoughtful composition and good color balance. A change in make-up of page three, to lift the printing above the fold, would have been an improvement.

THE TRADE COMPOSITOR, Chicago.—The March number is an excellent showing of what trade composition, layout, and makeup can and should be. It is a definite indication that the trade composition plants are raising the standards of presentation. One suggestion is offered; for the use of smaller sub-heads in the columns, either small caps only, or italic. I don't like caps and small caps in the same line, anyway.

BEN C. PITTSFORD, Chicago.—It is a distinct shock to find, in one of your jobs, four wrong font letters in one word—"South," on the back page of the "Satisfaction" folder. How come? And grammar is perhaps outside the province of this department, but ideas meet, not "meets"—see second page. "Aside from that—"

J. H. BORDEAUX COMPANY, Springfield, Mass.—The "Craftsmen" book is an excellent piece of printer's publicity. The only noticeable defect is the draughtsmanship of the illustration on the title-page, which is far below the standard of the other elements. And do you think that vignetting with a router produces an entirely desirable result?

JAMES F. NEWCOMB & CO., New York City.—The house organ, "Ferguson Service," comes within one point of perfection. The single discordant element is the fitting of the initials. The formal character of Bodoni type should be reflected in a clean severity of page outline.

QUEEN CITY PRINTING COMPANY, Charlotte, N. C.—Extra good halftones and first-class presswork characterize the "Continental Furniture" catalog, and it is regrettable that very poor register on the embossed cover should mar so fine a piece of work.

MONOTYPE, Philadelphia.—It is not customary to think of this magazine as having any element that could come under the motto of this page, but it gets in by one point. A shaded border, like 542, should be proof-read to see that the shading is all on the same side. How many printers will ever get it just right, anyway—and who, except the writer, would ever criticize it?

DWIGHT BROS. PAPER CO., Chicago.—Your folder, "The Proof of the Pudding," containing specimens of jobs on Uncle Sam Bond, is a good practical showing of the paper. Its particular value lies in its presentation of the average printer's every-day job. This bond seems to be especially good for lithograph and offset work.

THE RICHARDSON PRESS, New York.—The "Quality" folder shows careful execution in all details, but, to the average eye, it carries no special message of individuality. Restraint is always admirable, but a little more of the designer's viewpoint would have lifted this to greater attraction value.

HONOLULU STAR-BULLETIN, Hawaii.—The booklet, "Hawaii, the Market," is almost 100 per cent. Typography and presswork are O. K., but the page layout would be greatly improved if the corner illustrations in tint were considerably smaller. And it really is inexcusable to drag in the two stray halftones on the last pages; they don't balance with each other or with anything else in the book.

THE F. W. BOND COMPANY, Chicago.—Your group of specimens advertising your own business is interesting all the way through, and shows a willingness to meet practical conditions and requirements instead of a desire to show off with funny stunts. They all show thought, care, and ability, which are the important points to put over. The linoleum-block cover is particularly interesting, but couldn't the open spaces have been cleaned out a little better—or are the "specks" intentional? It would be well worth while to inspect these direct-mail items and throw out soiled and off-register pieces; twenty per cent defective is too high an average.

Tests for Proof Readers

"ERRORS by careful and experienced proof readers are due to one or another of several optical illusions," says Dr. H. R. Crosland of the department of psychology of the University of Oregon. "A proof reader, for instance, may think he sees letters where nothing but white space exists; or he may fail to see transposed letters in a word; or he may fail to observe an incorrect letter substituted for the correct one." In accordance with this opinion, Dr. Crosland has prepared various tests to determine the kind and frequency of optical illusions which affect proof readers.

"The subject matter for the tests," says *Editor and Publisher* (N. Y.), "will contain certain typographical errors, placed in certain positions on the page. The first test will be set in 9-point; later 8, 10 and 12-point type will be used. The width of the columns will be varied from 13 ems, the approximate width of a newspaper column, to 17 and 25 ems.

Curing Chicago Boys of Restlessness



Two Views of the Printing Department, Hibbard High School, Chicago.



WILLIAM L. McNAMEE, standing in a smock at the stone, believes that a good course in printing will cure any boy of restlessness and make a useful citizen of him. He is proving it every day in his classes, where boys do not act as though they were going to school, but rather as though they were having the time of their lives. After you have satisfied yourself that they are happy by looking at their pictures above, turn the page and you will learn more about the things that are being done in this unusual printing school.

All Under One School-house Roof

Chicago High School Furnishes Example of Complete Self-sustaining Printing Establishment in Regular School Department

By ROBERT McKNIGHT

"PHILLIP L. MACNAMEE is doing something different," they told me at the Chicago Public Library. "Better go out to the Hibbard High School and see." And so I went, but I was not prepared to discover an up-to-date print shop (probably the equal of any commercial press of the same size in the city) in a high school. Nor did I expect to find the complete organization of a successful paper—artists, engravers, reporters, editors, compositors, advertising solicitors, circulation manager and stenographers—getting out a forty-four-page issue. But I did find all this and a great deal more.

I was not certain that I had entered the right room until I heard the noise of the operating presses. Often one finds, upon entering a print shop, dust, dirt and cobwebs. Here, however, everything was spic and span, with curtains and plants at the windows. At one end of the room was the office of the school paper, with an individual desk for the head of each department. Around the entire room was an exhibit panel showing specimens of printed matter done by students.

The printing department seems to be the hub of the school, judging from the printed matter posted on bulletin boards, advertising various school activities. Here one sees numerous posters in attractive colors announcing a coming dance or a baseball game. This is in addition to the monthly publication of the *Hibbard Herald*, circulation over 1,500 net paid. The Hibbard High School press is self-sustaining.

Phillip L. MacNamee, printing enthusiast-instructor, did all this. He came to the Hibbard six years ago to teach what he could with one of the smallest elementary equipments. (An inventory shows much enlargement now.) He was not a pedagogue. He came from Chicago dailies. He has been compositor, reporter, newspaper business man.

But now he is an inspired teacher. Maybe his practical training is responsible; at any rate, his graduates are making good in the practical printing world. Some have stayed in the mechanical end, but more have gone into the business end, have become successful printing salesmen, advertising men and commercial artists.

The *Hibbard Herald* is profusely illustrated. Upstairs

in drawing classes members of the staff do the art work (very good stuff, too, most of it) and in the shop other staff boys etch the sketches in zinc.

A boy artist does the cover designs, others transfer it to linoleum on wooden blocks and tool the design into the composition with simple gravers.

Sometimes the boys have made wood engravings, but the linoleum block is so much more easily tooled that Mr. MacNamee specifies it now almost exclusively. He says that its use originated some years ago, but he believes that he was the first to put it to everyday work, and to get successful results.

Most of the straight reading matter is set up outside with the exception of "late news" which fills from six to eight pages. Upon questioning as to why this was done, Mr. MacNamee said if the boys were kept on straight matter continuously, they would not get the proper training in regard to display and arrangement.

The type cases are well stocked with popular faces in practical sizes.

The printing, in signatures of two pages, is done on Chandler-Price Gordon presses, electrically driven; the binding of the *Herald* and other booklets on an electric Boston stitcher.

Several conveniences the school wood-working students have contributed, a comely proof-drying cabinet and a combination ink and furniture

cabinet, among others. Incidentally, the classes mix their own colored inks.

Mr. MacNamee instructs four double period classes daily, from fifteen to twenty-four in each class. The school offers a two-year printing course and with it the boy takes mechanical and free hand drawing, English, general science, proofreading and punctuation, algebra and business arithmetic.

The students selecting the two-year printing course specialize in that line of shop work. In addition any student may select printing as an elective.

Mr. MacNamee believes that printing instruction has stopped many a restless boy from leaving school too early. In fact, he cited a case in the class I saw at work:

"That boy—wealthy parents—ran away from school and home twice before he came to my classes. Now he's found something that interests him. He's short on mathe-

THE HIBBARD HERALD

31



A durable inexpensive hose is an important factor in High School apparel.

We recommend EVERWEAR HOSIERY. They are pure dyed, soft finished, all silk with a seam up the back.



HILLS JEAN MIDDIES

Three very pretty new novelties made to slip over the head in all white or neatly trimmed with contrasting color they are short with turned up waist bands. Just the thing for school wear.

John S. Vance

Good Dry Goods

3413 Lawrence Ave.

We always patronize our advertisers.

An Ad from the *Hibbard Herald*

Set by hand by Sam Kling and Roy Smith,
9-A students in the Hibbard School

matics, but very, very long on English and punctuation."

The secret of the success of the Hibbard Press lies in student interest. The boys, absorbed in their jobs, did not seem to me to be like youngsters under the searching eye of the schoolmaster. There seemed to be but the discipline of concentration on fascinating work; and it was sufficient.

Each boy's assignment is picked with care. One is a news editor; another a reporter. Several are assigned to sports. Some are advertising solicitors.

One boy sold a page of advertising to Marshall Field & Company after repeated refusals. Then, when he was graduated, Field's employed him in their advertising department. Another boy induced a dentist (the *Herald* has a large professional directory) to cut his rate for cleaning the teeth of school children. The dentist was so overworked as a result of this copy that he had to delete the offer in the next directory, though he held the space. The medium had "pulled" too well.

Many aggressive neighborhood dealers have found that ads in the *Herald* have paid and some of the largest downtown concerns (in addition to Field's) and foreign corporations have used the columns with good results. Among them are: The Illinois Bell Telephone Company, the Fair Store, Poole Brothers, Printing, and Commonwealth Edison Co.

The boys make layouts and write copy if the advertiser wishes. They are given a well-rounded course in advertising as well as printing.

The other work of the paper is divided among the members of the art, the circulation, the mechanical and the stenographic departments. Five girls from the commercial courses are assigned to the typing of copy before it is given to the compositors. These same girls take and transcribe reports of all meetings—students and teachers—held in the school.

Could instruction be more practical, more modern? Yes, MacNamee is doing something different.

Hoover Reiterates Approval of Trade Associations

REAFFIRMATION of his approval of trade associations in general was made by Secretary of Commerce Herbert Hoover at a meeting of trade association executives in Washington on April 12. The meeting was attended by approximately 500 trade association officials, including the secretary of the U. T. A.

Mr. Hoover, in addressing the meeting, said in part: "Certain doubts have been raised as to the right purpose of all trade associations during the past year by the exposure of a few groups that have taken advantage of the benevolent purposes of trade association work as a cloak to create combinations through which they not only restrained trade, but some of them also became the nucleus of corruption. I wish to state at once that a canvass of nearly two thousand trade associations showed that only a small minority were engaged in those functions which lay the foundations upon which restraint of trade is suspicioned.

"In general, trade associations have concerned themselves with the collection of domestic credit information, with the handling of insurance in different forms for their members, with standardization of quality and grades of their commodities and products so that the public may have reliable grades, and some have supported inspection to see that these qualities are maintained. They have concerned themselves with simplification of trade terms, elimination of unnecessary varieties in dimensions of different articles, with conduct of arbitrations, with joint advertising of products of the industry, with securing

prevention of infringement in trademarks and designs, the promotion of welfare work in the organization of employees, with employment insurance, with the problems of apprenticeship and trade education and the prevention of accidents. They have raised the standards of business ethics in many trades. They have concerned themselves with representing the view of the trades in legislation on tariff, taxes, transportation, etc. They have concerned themselves with freight rates, overseas transportation charges, uniform bills of lading, with statistics as to production and stocks of goods, with scientific accounting, selling and with scores of other activities, all of which make for improved business practice."

Long Price List and Economy Discussed by U. T. A. Executive Committee

STANDING out from the many matters discussed at the meeting of the U. T. A. executive committee, held at the Drake Hotel in Chicago, April 5, 6, 7 and 8, is a realization of the need for economy in the administration of the association's affairs and an increase in the association's revenue. These two topics seemed to transcend in interest even a discussion of the retail price list.

Legislation resulting from the discussions provides for a charge of \$50.00 a day for the services of Messrs. Silcox and Bird, of the department of industrial information, hitherto furnished free to local organizations; a registration fee of \$10 per person for every one except ladies who attend the annual convention; a charge for bound copies of the convention proceedings, and instructions to the secretary to admit paid advertising to the pages of the *Typothetae Bulletin*.

Discussion of the long price list was crystallized in two actions. A resolution was adopted commending the work of the long price list committee and reiterating "the demand for the adoption of the retail price list in accordance with the action of the Toronto convention.

In addition the formation of local paper buying associations within local Typothetae organizations was recommended. These associations, if formed, would buy mill brand papers exclusively.

Doubtless inspired by the cost system which Chief Cost Accountant Fillmore of the U. T. A. has designed for the photo-engravers, the secretary was instructed to sell the general services of the Typothetae to allied trade associations wherever possible.

Meanwhile the National Paper Trade Association, at its annual convention in New York City on April 12, again went on record as being opposed to the retail list in the following resolution:

"Whereas, the National Paper Trade Association at its annual meeting in 1921 went on record as opposed to the long list method of pricing paper merchandise, and,

"Whereas, the United Typothetae of America has shown in no unmistakable terms its intention to force the adoption of such long list method, and,

"Whereas, the legality of such method has now been seriously questioned, be it

"Resolved by the National Paper Trade Association in annual meeting assembled that irrespective of the question of its legality this association is still opposed in principle to the long list."

Although expressions from both sides of the long list controversy seem to indicate a continuation of no-compromise tactics, there is still talk among the more peaceful elements of the two organizations of a three-sided conference embracing representatives from the mills, the paper jobbers, and the U. T. A. in an attempt to bring about a reasonable settlement of the whole question.

A FEW BOOKS FOR PRINTERS

An Engraver's Handbook

A PRACTICAL and comprehensive treatise on the engraver's art by Edward S. Pilsworth has just been published by the Macmillan Company under the title, "Process Engraving."

The book, though not likely to be of great general interest even to printers, because of its technical nature, will find many readers among printers and others who have a scientific curiosity as to how effects on the printed page are achieved. To such readers the clarity and conciseness of Mr. Pilsworth's descriptions of formulas, equipment and methods of working will have a strong appeal, for the many illustrations and detailed information upon the complex processes of the art render it understandable even to one entirely unacquainted with printing and engraving.

It is this feature that makes the work valuable as a textbook, for which, evidently, it was intended, although the thorough and accurate description of modern methods should prove as useful as sources of reference to the practical printer and professional engraver as to the student.

Of more general interest than the technical exposition is the short history of engraving which forms its introduction. In the half dozen pages given to this resume of the origin and development of engraving, from the wood block into which were laboriously cut both text and illustration for each single page to the highly specialized modern process which makes possible the present newspaper illustration for which cuts may be put through in less than an hour's time, Mr. Pilsworth covers the work of several centuries rather more satisfactorily than would seem possible in so short a space.

The book is well printed—only two typographical errors came to the writer's notice—and serviceably bound. The binding, one might add somewhat irrelevantly perhaps, is accomplished in the usual uninspired fashion of the typical textbook, with no apparent consideration for the factor of beauty. We have often thought that the bindings of texts form one reason why little boys don't like to go to school. But that is somewhat by the way.

The price of the book is two dollars.

Another Textbook

WHEN you have been told that C. W. Hague, author of a *Textbook of Printing Occupations*, splits his infinitives wide apart and misquotes Kipling, and that his publishers have let slip by a typographical error that mars the quotation on page fifty-five, you know the worst, and we may proceed to the pleasanter business of pointing out that the subject matter of the book is well arranged and intelligently presented, the type clear and readable, the many illustrations carefully conceived and easy of comprehension.

Mr. Hague's contribution has been, as he points out in his preface, not so much in the matter of originality as in reorganization of old material to meet the new needs of technical and vocational schools throughout the country. (Mr. Hague is head of the Printing Department of the Stout Institute, Menominee, Wis.)

The material of the book has been grouped into three large divisions, treating of composition, imposition, and

platen press work, in such a manner that the essentials are easily accessible and readily understood by the novice. In addition to these three main subjects are included sections on color mixing, ink manufacture and paper making, tables of weights, and a glossary of technical terms and definitions.

Though brief and concise in treatment (containing less than 250 pages) the book overlooks no details, from type measurement to the oiling and care of machinery, and appears to be in every respect a competent text. It is issued by the Bruce Publishing Company of Milwaukee and sells for the unusually low price of one dollar.

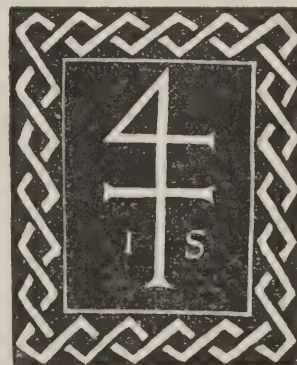
Four Hundred Years of Printing

A DELIGHTFUL book is "A History of the Cambridge University Press, 1521-1921," by S. C. Roberts. The book is published by the press whose history it relates and is distributed in this country by the American agents, the Macmillan Company, of 64-66 Fifth avenue, New York City.

As the title indicates, here is the history of four hundred years of printing in one of the world's most famous presses. It is written by a man who obviously loves printing and enjoys browsing about in historical pastures. Historians are prone to become pedantic and to write dead facts in a dead way, but Mr. Roberts has written, not history, if a definition of the word may be based upon the conventional ear-marks of such a work, but a fascinating narrative instead, in which flesh and blood men and women handle wooden, and later metal, types, impose forms, write letters about what they are doing and what they want to do, in the quaint language of generations ago, buy paper at the current prices, seek to educate printers and buyers as to the cost of printing in such documents as "A Direction to Value Most Bookes by the Charges of the Printer and Stationer as Paper Was Sould," charge each other with profiteering, get into legal difficulties now and then, get married, die, are buried, and succeeded by other flesh and blood men and women.

The book was written to mark the four hundredth anniversary of Cambridge printing and traces the development of the press from the time of John Siberch to the present day. The University received its first charter for printing in 1534 and can reckon many famous printers (such as Thomas Thomas, John Legate, Thomas Buck, and John Baskerville) in its annals. There is also a long list of famous authors whose works the press has printed—Erasmus, George Herbert, Thomas Fuller, John Donne, John Milton, Richard Bentley, Sir Isaac Newton and Sir Thomas Browne among them.

The book contains several portraits, plans, facsimiles of documents and title pages, and other illustrations. If you are interested in the history of printing, you cannot afford not to have this book in your library.



TRADE-MARK OF JOHN SIBERCH

These Responsible Houses Supply

Orkid Cover

SLOAN PAPER CO.....Atlanta, Ga.
BRADLEY-REESE CO.....Baltimore, Md.
WESTERN NEWSPAPER UNION...Billings, Mont.
STONE & ANDREW, INC.....Boston, Mass.
CHICAGO PAPER CO.....Chicago, Ill.
WESTERN NEWSPAPER UNION...Charlotte, N. C.
DIEM & WING PAPER CO.....Cincinnati, Ohio
PETREQUIN PAPER CO.....Cleveland, Ohio
SOUTHWESTERN PAPER CO.....Dallas, Texas
WESTERN NEWSPAPER UNION...Des Moines, Ia.
CHOPE-STEVENSON PAPER CO.....Detroit, Mich.
WESTERN NEWSPAPER UNION...Fargo, N. D.
WESTERN NEWSPAPER UNION...Ft. Wayne, Ind.
SOUTHWESTERN PAPER CO.....Houston, Texas
McFARLANE, SON & HODGSON, LTD.

Montreal, Canada
C. P. LESH PAPER CO.....Indianapolis, Ind.
BERMINGHAM & PROSSER CO., Kalamazoo, Mich.
MISSOURI-INTERSTATE PAPER CO.

Kansas City, Mo.
WESTERN NEWSPAPER UNION
Little Rock, Ark.

LOUISVILLE PAPER CO.....Louisville, Ky.
WESTERN NEWSPAPER UNION...Lincoln, Neb.
TAYLOR PAPER CO.....Memphis, Tenn.
W. F. NACKIE PAPER CO.....Milwaukee, Wis.
PAPER SUPPLY CO.....Minneapolis, Minn.
DIEM & WING PAPER CO.....New Orleans, La.
UNION CARD & PAPER CO.....New York
MAJESTIC MILLS' PAPER CO.....New York
OLD DOMINION PAPER CO.....Norfolk, Va.
WESTERN NEWSPAPER UNION

Oklahoma City, Okla.
PHILLIPS PAPER CO.....Winnipeg, Canada
WESTERN PAPER CO.....Omaha, Neb.
D. L. WARD CO.....Philadelphia, Pa.
IRWIN PAPER CO.....Quincy, Ill.
B. W. WILSON PAPER CO.....Richmond, Va.
MISS. VALLEY PAPER CO.....St. Louis, Mo.
ALLING PAPER CO.....San Antonio, Tex.
WESTERN NEWSPAPER UNION...Salt Lake City
WESTERN NEWSPAPER UNION...Sioux City, Ia.
SPRINGFIELD PAPER CO.....Springfield, Mo.
MATHERS-LAMM PAPER CO...Washington, D. C.
WESTERN NEWSPAPER UNION...Wichita, Kan.

Peninsular Paper Co.

YPSILANTI, MICH.

Makers of Uncommon Cover Papers



What a Compositor Should Know

WHAT a compositor should know is considerable, judging from the range of material covered in the little volume of that name by W. H. Slater, which forms the first of a series to be published by the Borough Publishing Company, 132 Church street, London.

Mr. Slater's compositor would be conversant not only with such things as the practical application of the modern point system of type measurement, but with its interesting history. "I believe," says Mr. Slater, "that every compositor should know everything that is possible about his Craft." Proceeding on this idea, Mr. Slater seems to have omitted nothing essential, including even suggestions as to the use of pneumatic dust extractors, to lessen the health hazard of the work. Mr. Slater's own statement of the aim and content of his book, which we shall quote in part, is the best comment on its worth.

"This series of printing handbooks has been compiled for the use of technical school students and others who are endeavoring to obtain some knowledge of the craft of printing. The subject matter dealt with I have based on the instruction given for upwards of twenty-seven years to the students of the Borough Printing Classes which were generally acknowledged to be the most successful school of printing, not only in London, but throughout the whole country."

The binding is done attractively in paper; the type and book paper are pleasing to the eye. If numbers two and three of the series planned by Mr. Slater meet the standard of his first, they should constitute a most useful and convenient addition to the printers' library.

The book was printed at the press of Spottiswoode, Ballantyne and Co., Ltd., London, and sells there for three shillings.

All About Direct Advertising

"IT GIVES 'brass tacks' facts and figures about planning and producing every known form of direct-by-mail advertising; shows exactly how to prepare all forms of circular matter, including the details of type, paper, printing, folding, etc.; outlines how to secure mailing lists, keep them in order and record returns; tells how to plan and carry out a campaign; analyzes the writing of copy—" "Humph!" humphed we, tossing into the basket the paper cover of Robert E. Ramsey's new book, *Effective Direct Advertising*, bearing the publishers' comment quoted above, "More publishers' tommyrot."

But tommyrot it is not, as we were convinced after a couple of hours with the book, and its publishers' encomiums upon its workmanlike thoroughness and completeness we found quite deserved.

The book, which its author says is the outgrowth of writing more than a hundred business articles of all kinds which have appeared in publications treating principally of advertising, has preserved much of the short article interest and succeeds in being comprehensive without being pedantic. Its readable qualities will doubtless receive due appreciation from students if the book comes into use as a text.

Specific instances for every principle and theory, and plentiful illustrations are some of the features which should recommend the book to teachers, while its thorough index, complete set of cross references and appendices containing tables of standard sizes and weights of stationery and papers, test charts, etc., make it useful as a reference guide to anyone writing or ordering advertising.

The book is published by D. Appleton & Company. It sells for five dollars.—V. K. B.

This Section of
Ben Franklin Monthly

Is Printed on

**American Writing
Paper Company's**

ALBION TEXT

25 x 38 - 60

Carried in stock in the following colors
and finishes:

White Wove

India Wove

White Laid

India Laid

BRADNER SMITH & CO.
175 W. Monroe St. CHICAGO

A Helpful Word for Apprentices

A Man Who Was a Printer's Apprentice Years Ago and Who Has Won Success, Tells Other Apprentices Some Guiding Principles of His Life.

IN ENGLAND, where printing is less hurried than in this country, apprentices evidently find time to read the trade journals of their craft. A great deal of space is devoted in the best of these to matters of interest to the youths who are learning their trade. Some of them conduct departments in which queries from apprentices are answered in detail. These departments become practical correspondence training courses for young Britishers who have chosen printing as their life work.

The advice which comes to the boys through these pages is generally of a very high quality, and evidences an interest in apprentices on the part of employing printers which American employers might well take as an example. For instance, here is "An Open Letter to an Apprentice" from the editor of the *Caxton Magazine*. Read it yourself, and then hand it to one of the boys in your shop. Every word in it is as applicable to an American apprentice as it is to one in England.

"My first wonder is whether you will ever see this letter. Some apprentices will, I know—because the lad whose heart is in his business will certainly read the trade papers, and be quite keen on getting hold of information which may be useful and which will keep him up to date in all craft affairs.

"I was once an apprentice myself, when facilities for improvement were few, and when opportunities for technical education outside the office simply did not exist. But even in those days there was a dignity about a printing office which gathered to the trade the better-educated and the bookishly-inclined boy.

"Of course, there are queer types in the printing trade, as in every trade. One often wonders how they got there, and why they remained. They probably drifted in. Or the man who appears so undesirable has had better days. Never judge a man too quickly. I once met a grass-hand in a newspaper office where I was proofreader, who brought me back a proof with a Latin quotation wrongly given. I found afterwards he was a Glasgow M. A., a real vagabond, but one who preferred earning the little money he needed in a printing office to working anywhere else.

"What I really want to impress upon you is that you have chosen a dignified calling, with no end of scope for your ambition.

"For printing has great days before it. Good and beautiful printing will come to its own, and will be recognized as a true art.

"Probably I am too old to give advice, and you are too young to take it. But I have had an intensely interesting time of it. All my days have been full of enjoyment, so far as printing and presswork are concerned. The result, I am sure, of a few initial advantages with which I was fortunate enough to start out.

"First of all, I went to my apprenticeship from a good school—not a great school, but a great schoolmaster—and although I began work just when I was beginning to appreciate school, I took with me a love of literature, a fair knowledge of English grammar and syntax, a very definite notion of punctuation, and the rudiments of Latin.

"Any boy who wants to make his way through the printing or newspaper world must have these things at least. If he lacks them, let him seek them. It would not

require a very heroic effort in any boy to learn more of good English, grammar, composition, and punctuation. They are easily learned, and endless opportunities are offered by which you can acquire such knowledge.

"Having it, you are at a great advantage. You enjoy your work more, you appreciate the matter you handle more, and again and again you can be helpful. In a small office, very helpful. Indeed, I have known an apprentice who did know these things nearly indispensable. And certainly, in the days to which you are looking forward, when you will be in a position of authority, you will find it a supreme advantage not only to be technically expert, but to be just a little in front of everybody under your control in these other things also.

"Then, to conclude, have at the back of your mind the place you want to reach. You can get there

if you want hard enough. You may not want it at all in a few years, for something quite different may attract you more. But cherish your ambition. There is so little of it that is worthy and sustained, that anything is open to you along the line of your attainments—a foreman's job, a business of your own, a reader in a great publishing house, a writer for the press, an inventor of machinery or processes—you know best what you would like to be and do, and you know what is in you. But others will know the latter, too. Be quick to heed the warnings of others about your own limitations—and let them serve as an incentive to overcome them.

"You have a great life before you. May you enjoy it all, for the joy of your work will be far more precious to you than the material gain which your work will earn you."

There is a ring of sincerity in this letter which makes a reader like the man who wrote it, and a wisdom reminiscent of old Ben Franklin, whose *Poor Richard's Almanack* should be in the hands of every printer's apprentice.

It would be well for a boy reading this letter to bear in mind that Ben Franklin, printer, philosopher, inventor and statesman, had but two years of conventional schooling in his life. The rest of his vast learning was gleaned from the experiences of life itself and from books which he constantly read.

"I have considered that among artisans, good apprentices make good citizens," said Ben Franklin.

The letter quoted in this story is a prescription for a good apprentice, to be filled by the apprentice himself. Give it to one of your boys to read. If he reads it thoughtfully, it will make him more valuable to you and may start his thoughts in a new channel that will be healthful for his future.

—The Editor.

WHAT THE HOUSE ORGANS ARE PLAYING

The Dummy—Its Use and Abuse

THE other day I was sitting in the office of one of the largest buyers of printing in the Twin Cities and while talking with Mr. Buyer, his secretary told him that Mr. Blank, salesman for one of the large printing companies, wanted to see him. Curious to see and hear the printing salesman in action, with his guns turned on someone else, I asked Mr. Buyer to have Mr. Salesman come in while I was there and to allow me to "listen in."

The salesman walked in, greeted the buyer cordially and then without waste of time started his sales talk. The buyer was then contemplating placing an order for a catalog, using a grade of enameled book with a heavy weight cover. As it was a much desired order of printing there was keen competition between the printers and engravers, likewise price was not the deciding factor. Service and quality of work were given as serious consideration.

Mr. Salesman outlined in intelligent, concise and sincere statements why his firm could handle this particular job better than any other printing company. His arguments were good, his firm's reputation corroborated his words, and he wound up his sales talk by saying "I'll make you up a dummy and send it over tomorrow." I could see the buyer's attitude of close attention and interest instantly change to one of doubt and amusement. Very shortly the salesman left.

I asked Mr. Buyer, "Why the sudden change in temperature?" and he told me.

"Whenever a printer's representative tells me he will send me a dummy, I laugh. I have heard it so often and seen so many of them it instantly prejudices me against them. Why? Because I have seen too many of them. I know sometimes an excellent and useful dummy is made, but nine times out of ten those that come to my desk consist of blank pages made up of the stock nearest to that desired that the printer happened to have on hand. They are useless for anything but mailing weight and very often inaccurate for that purpose. Usually they are consigned to the wastebasket or else used for a scratch tablet.

"Why can't printers who are progressive and anxious for business submit to their prospective customers dummies that are really worth something? They will welcome practical assistance on the printer's part in laying out margins, choosing type sizes, standardizing headings, grouping and arranging cuts, suggesting color combinations, border decorations, etc.

"It seems a simple thing to me, why can't they do it? They would secure three times as many 'steady' customers, render an invaluable service and incidentally sell a great deal more printing."

As I was intensely interested in this particular subject I asked him, "Just what is your idea of a workable and satisfactory dummy?"

"I don't know whether my ideas are correct for anyone else or not, but here's the way I lay out my work: I take a number of sheets of stiff cardboard, cut to the dimensions of the catalog or the size of catalog drawn on the card, leaving a margin for instructions, etc. As many are used as there are to be pages in the book. They are to be numbered consecutively and heavily ruled into columns. These blank columns are then divided into pica squares and inch squares, to make it easy to determine

the exact number of words of reading matter necessary to fill any given space.

"The engraver's proof of the cuts to be used are then pasted into their proper places, space allowed for title and subtitle lines, initial letters, etc.

"That, briefly, is my idea of a practical and useful dummy."

"Yes," I agreed, "that sounds like it to me, but how can you expect a printing salesman to go ahead and make one up when he has no idea of the reading matter on the pages, and it is impossible for him to secure engravers' proofs of the cuts."

"When submitting bids for any printing job," Mr. Buyer replied, "a salesman has enough information to submit such a dummy. He has the number of pages, size, type to be used, the approximate number of cuts, color plates, borders, etc. If they will use a little initiative it is possible for them to be of valuable assistance to their customers. Let them give suggestions as to styles of type, new type is being cast every day, but no one hears about it directly from the printer. New initial letters and border decorations are being made, but we never know it."

"Don't you think the main difficulty has been that such a dummy would be of very little use to the printer himself and therefore it has been overlooked by them?" I suggested.

"That is no doubt true," he replied, "nearly every advertising man has his own ideas about laying out the pages of the catalog he is publishing, and whether he is right or wrong he wants to design the layout himself, but such a dummy as I have described will decrease the work of the printer in many ways. All the title lines can be set up at one time, the makeup man has definite and positive instructions and copy to follow—therefore eliminating a great deal of wasted time waiting for instructions and making needless work for everybody concerned. The buyer can see what the pages are going to look like in advance and can blame no one but himself if it is not correct.

"Take it all in all it is very much to the printer's advantage to help his customers."

This is the year intensive selling methods will do much to eliminate competition. This is a message we are passing on to the printers in hopes it will give you a new angle on the selling of your printing. The dummy is an important sales help for you—use it, don't abuse it.

—*Empecco Paper News.*

The Parable of the Fool Who Wanted Delivery on the Day Before Yesterday

AND there came out of a certain land a Fool who was always in a Rush. Yea, he believed that the foot of Moses slipped even as he was descending from on high with the Commandments, and lo, one graven tablet fell and was broken into myriad pieces. And this, the eleventh commandment, read even as follows, "Thou shalt let no grass grow under thy feet, for behold, to delay is an unpardonable sin."

So it was that the Fool went forth into all nations, giving chautauqua lectures on "Efficiency and How to Acquire It."

And it came to pass that the efficient Fool didst find his supply of handbills running low, yea even less than two

LET US QUOTE YOU ON YOUR PAPER NEEDS



Certificate Bond

Certificate Bond is made by one of the largest manufacturers of bond papers in this country's oldest paper making center where the making of high grade stock is an art.

Certificate lies flat, is non-curling, it is finished both sides for printing, it has no equal for automatic feeding and is as helpful to the lithographer as the printer.

Compare it with any other bond at a similar price and you'll specify Certificate.

*Carried in Chicago in
twelve colors and white*

Send for a copy of our latest broadside of
CERTIFICATE BOND

Messinger Paper Company

180-82-84 West Randolph St.
CHICAGO

TELEPHONE MAIN 2120
Six Trunk Lines

score. For lo he had spent much time in talking of efficiency, and had no leisure to check up his stock.

And when he had seen his condition, the Fool went forth into the market-place and sought out a printer, saying, "Thou shalt inscribe for me five and twenty thousand of these handbills, in two colors, and make shipment to me at the next town, ere the setting of the morrow's sun."

And when he had heard these words, the printer raised his hands in helplessness, saying, "Thou speakest foolishly, O, Fool, and knowest not what thou asks. Behold, it cannot be done. For, behold, the inks will not dry, and one color will spread upon the other, and thy handbills will appear even as a mess of scrambled eggs."

But the Fool would not give ear to the counsel of the printer. Behold he arose in great wrath, saying, "How dost thou get that way? And where dost thou procure that stuff? What thou needest is Efficiency in thy business. Do thou as I say, and all will be well with thee. Thy wail 'It can't be done' is but the cry of a quitter. Thou canst do it! Behold it is written in the Book of Bromides, 'Where there is a will there is a way.' Go now and do as I have bade."

And it was even so. The printer did as the Fool had bade. The handbills were printed, even twenty and five thousand of them, though the red ink smeared upon the black. And behold they went forth to the Fool, marked "C. O. D., without privilege of inspection." And in the last package the printer scribbled a note after this fashion, saying: "Behold, it is also written in the Book of Bromides that 'Haste makes waste'." And when he had done this, he laughed heartily up his coat sleeve, and went home to his evening repast with a great feeling of contentment in his soul.—*Maxwell Drake, in King's Courier, The King Printing Co., Bristol, Tenn.*

The Kids Did Well

OVER at the Rockford High School they teach the printing trade. This is one of the numerous trades taught in the vocational branch of this institution. There has been something of a tendency among the craftsmen of the regular shops to look askance at the boys who come out of the printing course to take their places in the practical world. I am frank in saying that I have always been somewhat suspicious myself, as to the practicability of the course in effect there. But I have had my mind changed, and I am for the school so long as they run on the lines they are now using.

The school is under the faculty leadership of Fred McClenegan, who teaches the theories and mathematics of the trade. The mechanical supervision has been under the direction of George Green, a veteran of the trade. What convinced me was a job the kids showed me the other day. It was a schedule sheet about 14x24 inches containing a raft of small type and rules—a rather complicated job. And these kids had made it up and run off several thousands of the sheets on a cylinder press. The work was exceptionally well done with the type and rules made up beautifully and the printing clean and clear. Although open to some technical criticism, the job would be a credit to any printing plant.

This work was done at a time when Mr. Green, the only practical printer in the school, was confined to his home by illness. And there wasn't a boy on the job who had had over a couple of hours a day experience in a two-year course. This practical demonstration has "sold" me the idea of teaching printing in the high school.

—*Service, Rockford Printing Co., Rockford, Ill.*

OF INTEREST TO THE LAW PRINTERS

The Value of Organization

By Theodore Hawkins, Chicago

EVERY Law Printer in the country should put forward every effort to advance the cause of his own branch of the industry.

The Law printer is the most skilled of any branch of printing, in that he must be not only a printer, but also somewhat of a lawyer, thoroughly posted on rules of practice in the many courts throughout his district as well as the various Federal courts.

Is he sufficiently paid for it?

If not, why not?

How many Law Printers have a factory organization sufficient to permit the owner to leave it for a week or two? Not many, I am sorry to say. Too many of them operate their plants without a definite knowledge of what their work is costing them to produce. With the usual result that they are too busy to get away for a few days. Now if they were making a reasonable profit they would not have to do so much business to enjoy prosperity.

The man who wants to do all the business in his line is laboring under an illusion. He thinks that quantity insures profit when, in fact, he would be much better off and live much longer and enjoy the time he does live, very much more if he would only make sure that his prices were right.

There is only one time when I would feel ashamed of my profession and that is if a customer could say I was the "cheapest printer in town." The saying is that "dirt cheap" is mostly dirt.

It is my hope some day to see the Law Printers of the country amply paid for their highly skilled service to the law profession, enjoying a profit in keeping with their efforts.

There are only two ways to accomplish this, that is, a Standard Cost Finding System and your organization. Any man will usually get out of his organization just about what he puts into it. Some men are still old fashioned enough to think they can live like the clam, "all by himself," but let him wake up and look around a bit and he will find that all the progressive men in any line of business have their shoulder to the wheel lending a hand, not to his own selfish ends, but to the uplifting of his entire industry.

I consider it a duty to help the organization that is working for the betterment of the craft from which I derive my livelihood.

I want to know my competitors and I want them to know me so that I can count upon their help in all matters pertaining to the general good of the business.

I want to know the trend of costs and prices so that I can pay my help what they deserve and get for my work what it is worth.

Let us so conduct ourselves that we will be proud to say "We are Law Printers!"

Now for the convention of 1922 at Cleveland, Ohio! St. Louis was a starter in 1920. Toronto was better in 1921!! Cleveland must be still better in 1922!!!

Reserve the time. We want a record breaker in attendance and your officers expect every man to do his "bit."

Law Printers Honored by the American Bar Association

By William C. Hollister, President Champlin Law Printing Company, Chicago

IF GENIAL Bob Conway and I had been representatives of the American Bankers' Association, or the American Medical Association, at the convention of the American Bar Association, held at Cincinnati last September, we could have been accorded no more respectful attention than we were.

The fact that it was the first time in the history of American legal jurisprudence that law printers, either collectively or individually, had waited upon the great law association was no doubt partly responsible for the interest taken in the proposition of the Law Printers' Division of the United Typothetae of America, that the size and general style of abstracts, records and briefs be standardized; but the more important fact that the law printing industry now stands as a unit for the conservation of labor, paper and patience, was a contributing factor not to be underestimated.

The law printing specialist, or the general printer who prints twenty thousand pages of briefs and abstracts a year, who is not yet affiliated with the Law Printers' Division of the U. T. A., would hesitate no longer if he could have experienced the cordial welcome given the representatives of our international association of master printers.

Incidentally, the adoption of a definite size of type page and trimmed book met with general favor, not one among the scores of eminent jurists and attorneys with whom we discussed the matter failing heartily to approve the plan.

Whether a 4 x 7 type page and a 6 x 9 book will eventually prove the consensus, is yet to be seen, but so far no valid reason against such a standardization has been offered.

Robert J. Conway, general manager of the Conway Brief Company, of Detroit, is chairman of the standing committee on standardization, one of the most important of the several committees appointed by Chairman Theodore Hawkins of the Law Printers' Division of the U. T. A. His reputation as one of the most successful law printers of America gave him a standing with the legal luminaries who gathered at Cincinnati which augurs well for the success of our project.

One nationally-known Chicago attorney, a boyhood friend of Chief Justice William Howard Taft, asked if we intended standardizing the thickness of briefs, meaning, of course, the number of pages, but he was not entirely serious, and was one of our most enthusiastic supporters before the convention adjourned.

Much work remains to be done before anything like standardization will be accomplished.

The number of printers who take intellectual pleasure in what is to them an intellectual occupation is growing steadily. There is the way to real success in our art. Study does it.—*The Tail Light*.

Says the *British and Colonial Printer and Stationer*, "wisdom is oftentimes nearer when we stoop than when we soar."

Ben Franklin Monthly

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Look at the Other Hand

DO YOU remember about the little boy who came to school with hands and face that looked as though he had collected all the dirt of the world? The teacher said to him, "Ben, hold up your hand!" And Ben obediently raised one hand high in the air, stuffing the other under the desk meanwhile.

After lecturing him on the glories of cleanliness until his uplifted arm was like to drop off, she said to him: "Now if you can find a dirtier hand than that in the room, I won't send you home to wash yours."

Whereupon Ben pulled his other hand from under the desk, raised it, and won the argument.

On July eighth, if you join the thousands of printers who are going to celebrate "Clean-up Day" on that date, you will be in the position of the teacher; your shop will be as Benjamin was, and the first dirty corner you see will be like Ben's best hand. You may be assured, unless you are an unusual printer, that there is a dirtier spot somewhere in the shop.

This reads like the beginning of a moral discourse. Take heart. We are through moralizing right now. It doesn't take a preacher to know that a clean shop is a better bet than a dirty one. On July eighth (though there is no basic law setting forth the necessity of waiting until then) you will have the satisfaction of knowing that there are thousands of other printers messing around in their shops or thinking about it, and when you pull out of the dirt some of those sorts that you missed on your last job, you will be able to shout "Cheerio!" over the miles that lie between you and the rest of the sanitary squad.

The Trade Compositor

THE *Trade Compositor*, official organ of the International Trade Composition Association, is now in the fourth month of its reincarnation as a full-fledged magazine under the editorial guidance of Frank M. Sherman, secretary of the association. In its excellent typography, its attractive makeup and timely editorial comment, as well as valuable feature articles, it furnishes an example of what a trade association organ ought to be.

We have all become accustomed to the trade association bulletin which confines itself chiefly to gossip about members of the association and propaganda contrived to keep the members in a perpetual state of unthinking good will toward the executive bodies of the association, with

little or no attempt to furnish the valuable material which even an ordinary trade journal must furnish to live. The facts that these bulletins are subsidized, that they go to a member without any cost save what he pays in dues anyway, that he sometimes reads them and sometimes does not, usually stands out all over them.

Not so with the *Trade Compositor*. In four months it has proven that, although a trade association organ, it is in the field with other trade journals of the printing industry to fill the specialized needs of trade compositors. Naturally, news of the International Trade Composition Association is given preference over other news, but there is no suggestion of the sort of filler which is the curse of most publications of this class, made up of glittering generalities and Pollyanna sermons on enthusiasm, loyalty, and boosting for some ephemeral undefined something which is the "spirit of the organization."

BEN FRANKLIN MONTHLY regards the *Trade Compositor* as a competitor, a feeling we have never had in regard to the *Bulletin* of the International Trade Composition Association's parent organization, the United Typothetae of America. In the matter of making magazines, the mother in this family has much to learn from her child.

Where Is the Line Between Cost-Finding and Price-Fixing?

THE United Typothetae of America, sitting before a court of inquiry, is fighting for the principle that trade associations have a right to teach their members how to operate cost systems, collect statistics from these cost systems, deduce principles from the statistics and disseminate these principles among the members who furnished the bases for them.

The complainant against the U. T. A., the Federal Trade Commission, says that the organization has exceeded its legal rights in this regard and that it is operating a price-fixing plan.

The bystanding observer, believing both in the good which the U. T. A. has accomplished and the principles for which the Federal Trade Commission stands, is in a quandary and can only watch developments and see what the evidence brings forth. Meanwhile, the case, along with other activities of the Commission, stimulates the old discussion based on the question, "What is price-fixing?"

There is no doubt in the world that it is an activity engaged in by sellers of almost every conceivable kind of commodity. When we hire a union worker we pay for his services a price fixed, sometimes by arbitration, but certainly based upon the demands of a voluntary co-operative association known as a trade union. When we buy a quart of milk from a large city supply company, through some mysterious coincidence we pay exactly the same number of pennies for it as we would have had we bought it from another milk company. Even when we rent a city apartment in a specified district we pay very nearly the same amount of rent per room as we would pay for any other apartment in the same neighborhood. Bread is almost invariably the same price per loaf at a given time, regardless of whether it is called by the name of a well-known parent or a golf trophy. The photo-engravers—that is, some of the photo-engravers—use their standard scale. The printers—that is, some of the printers—use their Standard Guide.

The Federal Trade Commission takes the stand that the figures printed in the Standard Guide do not represent a legitimate use of cost-finding systems. Cost-finding, they seem to say, is an individual matter, and prices based

upon known costs must be individual prices based upon individual cost systems. It is unfair competition, they say, which makes it possible for a customer to go to three printers, each of whom uses the Standard Guide, and be quoted exactly \$11.10 a thousand on a specified letter-head, with an addition of 40 cents if blue ink is used instead of black, regardless of individual plant efficiency or quality of work.

And that is the basic question which the examiner must decide in the Commission's case against the U. T. A. Where does cost-finding end and price-fixing begin?

Meanwhile the case will be watched with the keenest interest by Standard Guide printers. And if the decision from the Commission should be an unwelcome one, it is to be hoped that the U. T. A. will abide by the Commission's order instead of making certain a long and costly legal battle by appealing the matter to the courts.

The Main Street Index

SPEAKING at the Hamilton Club before the Franklin-Typothetae the other night Public Printer Carter exercised his statistical turn of mind to such an extent that many of his hearers left the room with a mental picture of untold millions of pieces of printed matter leaving the Government Printing Office every day. But there was one statement based upon statistics which doubtless remained with everyone who heard the address.

After telling that the Government Printing Office printed yearly 180,000,000 money order blanks, 200,000,000 money order application slips and 1,262,656,750 postal cards, Mr. Carter said:

"By the way, do you know that the printing of money orders is one of the best and surest barometers of trade conditions throughout the country? Several months ago the chief of the money order section, who has had long experience in the work, advised me that the demand for money orders was steadily increasing. He told me that this was an unfailing indication of better business conditions, and positive assurance that the people were preparing again to open their pocketbooks."

This is a point of view which would have occurred to few of us who were not connected with the printing or distribution of money order blanks. But it seems fundamentally sound.

The money order is the "Main Street" method of transmitting money, and no matter how much one may agree or disagree with Sinclair Lewis' characterization of the people who live along that unending thoroughfare, no one disputes that obvious fact that the prosperity of the Main Street dweller and of his farming brother is one of the surest indices we have of general prosperity.

Mr. Carter's news about money orders is one of the most cheering pieces of news we have heard for a long time. It means that the man in the small town and the man in the country are spending more money, which means in turn that he is making more money. That combination of circumstances spells better times ahead.

Don't Print Prescription Blanks

CHICAGO newspapers have recently mentioned the fact that the city is flooded with spurious prescription blanks in imitation of those issued by the government, and on which drug stores dispense whiskey.

Inquiry at Washington by the Franklin-Typothetae of Chicago resulted in obtaining the following advice:

"If it can be shown that persons printing unauthorized prescription blanks were acting in conjunction with persons engaged in the illicit sale of liquors, a prosecution for conspiracy would undoubtedly follow."



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Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

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A Trial Will Convince You
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Company**

**171-173 N. Dearborn St.
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Telephone RANDOLPH 3640

take time

to come in and inspect the best equipped monotype and linotype trade plant in this part of the country

if you want a well-displayed ad or an attractive broadside, circular catalogue or booklet and expect to pay a fair price for high-grade work your time will be well spent

the Superior have a dozen or more exceptionally good display men and are turning out composition that will meet with the approval of your most critical customers

our agency adsetting department is equipped with all of the latest and best type foundry creations

The Superior Copy Layout Chart, twelve pages size 11x16 inches, attractively printed in colors is worth the price, one dollar; postage 10 cents

Superior

**Typesetting Company • 732 Federal • Chicago
Monotyping • Agency Adsetting • Linotyping
Day & Night Service Harrison 2755 • 2756**

Duplex Printing Press Buys Planographic Rights

THE Duplex Printing Press Company of Battle Creek, Mich., has purchased the press rights of the Planographic Equipment Company, Inc., which will permit it to produce presses for catalogues and magazines.

Two years ago, to meet demand for its flat bed web and metropolitan tubular rotary presses, Duplex doubled its capacity by the construction of a new foundry and machine shop. Under the present plan of reorganization \$750,000 7½ per cent bonds have been sold, and the proceeds used for the purchase of sufficient equipment to double capacity again. Within less than three years the Duplex capacity has been quadrupled.

Planographic Equipment will continue a separate corporate entity, and engage in the development of other machinery. John N. Cole, president of Planographic, becomes a director in the Duplex concern. Planographic receives in payment for its press rights shares in Duplex which it will distribute to its shareholders.

With increased plant facilities and additional press rights, it is estimated the new Duplex company will do a business of around \$3,000,000 annually, which will make it one of the three largest producers of newspaper presses in the Western Hemisphere.

Nuttall With Sioux Falls Paper

DEAN WILDE, editor and publisher of *Commercial News*, Sioux Falls, S. D., has purchased the publication from the estate of Edward J. Mannix. Mr. Wilde has had charge of the business since the death of Mr. Mannix a year ago. He formerly was connected with newspapers in Sioux City and Des Moines, Iowa, and Omaha.

C. J. Nuttall, formerly managing editor of *BEN FRANKLIN MONTHLY*, has joined the organization as business manager of *Commercial News* and has taken an interest in the business.

Commercial News is published in two editions, one going to the general merchandise, dry goods and grocery trade and the other to the hardware, farm equipment and building material trades. The first is official publication for the Retail Merchants' Association of South Dakota and the other official publication for the South Dakota Retail Implement Dealers' Association.

Fourth-Class Mail May Be Sealed

ARTICLES of merchandise or other articles embraced in mail of the fourth-class (parcel post) which are not in themselves unmailable, when inclosed in sealed parcels bearing printed labels which show the nature of contents and name of the manufacturer, producer or shipper, and are indorsed "Postmaster: This parcel may be opened for postal inspection if necessary," or words to that effect, are mailable at the fourth-class (parcel post) rates of postage, according to Postmaster General's Order No. 6281, dated December 7, 1921, amending paragraph 5, section 469, Postal Laws and Regulations.

It is not required that the quantity of contents be indicated on the labels affixed to parcels sealed and mailed under the provisions of that section, although this information may be shown if desired. In stating the character of contents on the label, a descriptive term of a general nature will suffice, such, for example, as "Merchandise—Fourth-Class Mail," "Cooking Utensils," "Confectionery," "Food Products," "Hardware," "Wearing Apparel," etc.

The required endorsements must be placed on parcels by means of printed labels. Rubber stamps may not be used for this purpose.



Waste Paper

**“Come
and Get It”**

WHEN you have waste paper on hand, all that is required is a message to *Mendelson* with the simple words, “Come and get it”--and a service truck will soon be on its way to your plant. You can have your waste piled as high as the ceiling--the more the merrier. We will gladly take it away in a jiffy and just as happily will we write out a check and pay you for the pleasure.

Our work is solely to gather waste paper from every nook and corner and convert it back into new raw materials so that it can be made into brand new paper--making something out of nothing, so to speak.

Trading with *Mendelson* regularly assures you of a steady outlet in good times as well as bad.

Mendelson Bros. Paper Stock Company

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General Offices
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CHICAGO

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Working Trade Composition Exhibit Will Be Featured at Boston

By Cecil H. Wrightson, Member Board of Directors,
Graphic Arts Exposition

THREE years ago there met in Chicago a group of far-sighted men, under the leadership of E. J. McCarthy, Chicago trade typesetter, who were the nucleus of the present Trade Composition Association of America, a branch of the United Typothetae of America, with a membership composed of over three hundred trade composition plants in the United States and Canada.

Since that time the educational work carried on by the Association has wrought tremendous changes in the character of the trade composition plants. The old-time back-bedroom trade Linotyper, whose outfit consisted of a discarded Linotype thrown out from some printshop as beyond further use, with a sparse array of fonts and those in a sadly disreputable condition, doing newspaper composition at twenty-five cents a thousand ems, and always on the verge of bankruptcy, has passed into the darkness of oblivion, and in his place have arisen wonderful plants replete with every modern convenience, and doing work that cannot be excelled for quality and speed by the best printshop in the land.

True, this reformation was well under way when the Trade Composition Association received its inception, but the good work was undoubtedly hastened by its propaganda along educational lines.

Boston was among the foremost in the uplifting process and Boston plants compare with the best in respect to modernity and efficient methods. Now the Boston Trade Composition Association is going to do some educational work at the forthcoming Graphic Arts Exposition that will tend further to uplift the trade composition standards throughout the country and incidentally make it better for the vast army of printers patronizing them.

A novel and interesting exhibit is being planned by the Boston Trade Composition Association. The Trade Composition Group of the Boston Typothetae is working on the idea, and it has been decided that the exhibit will be a working one and will consist of slug-casting and type-casting machines, proof presses, saws, and type cabinets, etc. Live composition will be worked on, so that the whole process as used in a trade composition plant will be shown to the visitor. The exhibit will be an educational one in every way and will open the eyes of skeptical printers and convince them that the trade compositor can offer them facilities that will put money into their

bank balance and also save them considerable thought and worry by removing from their shoulders the responsibilities that go with intricate typesetting machinery.

The manufacturers of the different machines and equipment have been approached and have intimated their desire to co-operate in every way with the Trade Composition Association in the placing of a working exhibit that will serve as an optical demonstration of the possibilities of trade plant facilities.

Arrangements Proceeding for American Photo-Engravers' Convention

ARRANGEMENTS are progressing for the twenty-sixth or silver convention of the American Photo-Engravers' Association, which is to be held in Grand Rapids, July 20, 21 and 22. The city has now a hundred per cent membership in the national body. This was one of the pleasant features which greeted Commissioner Louis Flader when he paid a visit to the Valley City, April 8, to meet with the local photo-engravers and outline the program necessary for the holding of the convention.

The executive committee is headed by Oscar Tandler of the Reed-Tandler Company, and a representative of each of the nine photo-engraving establishments has representation on the committee. The chairman of the other committees are as follows: Entertainment, C. C. Cargill, of the Cargill Company; machinery exhibit, W. Timmers, of the James Bayne Company; publicity, Ray Barnes, of the Newspaper Engraving Company; finance, L. A. Werry, of the James Bayne Company; badge and registration, Claude Reed, of the Reed-Tandler Company; automobile committee, J. Drieborg, of the Central Engraving Company.

The headquarters of the convention will be at the Pantlind Hotel where there will be staged a machinery exhibit, which feature proved so successful at Buffalo last year. Two rooms 32x48 have been set aside, where there will be on view some of the latest machinery which always interests the photo-engravers.

Few printers know that there was an edition of the Bible known as the "Printers' Bible." According to the U. T. A. *Weekly Letter*, it was run off in 1702, and is called the "Printers' Bible" because in Psalm 119 King David was reported to have exclaimed: "Printers have persecuted me without cause." The word "printers" should have been "princes" in the text.

"IT'S ON THE WAY!" By Hec Mann





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PRINTING AND LITHOGRAPHIC
Quality INKS



Effective Composition

THE quality of printing cannot be gauged by the cost. ¶ Type faces that harmonize and are in keeping with the goods advertised cost no more than type not so well fitted for the work and the skill to use them effectively is a matter of training, not dollars. ¶ We make our own type and never print from it but once, and select the face that fits the job regardless of the quantity it requires. ¶ That is why we can make our work distinctive.

WE HAVE A COMBINATION THAT GIVES THE
PRINTING BUYER THE VERY BEST FACILITIES



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Company**

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Private Exchange
to All Departments

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Plymouth Court
CHICAGO

UNITED STATES AT LARGE

The Wisconsin State Franklin Club, the Wisconsin Daily League, and the Wisconsin Weekly League will join with the Milwaukee Typothetae in an annual convention and picnic of printers and publishers at Waukesha Beach, just north of Milwaukee, on June 16 and 17. President Harding has been invited to be present, and the indications are now that he will find time to attend.

On Monday and Tuesday, April 24 and 25, the Texas Typothetae Federation met in convention at El Paso. The principal speaker on the program was B. F. Scribner, vice president of the U. T. A. One of the features of the convention was the permanent advertising exhibit of the U. T. A.

President J. Linton Engle of the U. T. A.; John Clyde Oswald, editor of the *American Printer*, and E. J. McCome, publisher of the *Buffalo Commercial* and secretary of the Open Shop Publishers' Association, will deliver addresses before the members of the Southeastern Typothetae Federation at Memphis, May 5 and 6. Secretary Mickel has secured the Hotel Chisca for headquarters and has prepared an elaborate program for the entertainment of the visitors.

The next meeting of the Fourth District Typothetae Federation will be held in Wilmington, Delaware, September 15 and 16.

On March 6, 1922, John M. Killian died at Collegeville, Pa. Most of the earlier Typothetae workers were acquainted with Mr. Killian. He was secretary of the Typothetae at Duluth, Minn., at Denver, Colo., at Dayton, Ohio, and also was on the field staff when he assisted in the work of organizing the Texas cities. For the last year he has been employed in securing workmen for the open shops. Early in March he went to Collegeville, Pa., to visit H. W. Flagg, formerly secretary of the Employing Printers' Association, now a "field-marshal" for the Open Shop Division. He walked from the station to Mr. Flagg's farm, sat down in a chair, and died almost instantly from what was supposedly gastric disturbance. He was born in Lancaster, Pa., which was the old home of his family, where he learned the printing business with his father, a printer and publisher.

On April first August Leftwich was appointed vice-president and general manager of the Tropical Printing Co., of New Orleans. Prior to this time Mr. Leftwich had been associated with A. W. Hyatt Stationery Manufacturing Company for seventeen years.

The Bowling Green News' job printing plant at Bowling Green, Ky., has been purchased by Selby E. Smith, formerly with the Times-Journal Publishing Co.

The Ben Franklin Club of St. Louis is giving wide publicity through mailing pieces to the American Writing Paper Company's educational plans for printers. Printed salesmanship classes are being conducted by that organization on Monday and Friday nights.

The Open Shop Printers of St. Louis have adopted a co-operative advertising policy in their fight for the open shop. In a letter dated April 10, 1922, addressed to buyers of printing, they express their belief that the open shop fight has been won and enclose a list of open shops in St. Louis, recommending them to the consideration of all printing buyers.

In a letter to the New York Employing Printers' Association, dated March 29 and made public by that association, the Whitaker Paper Co. discusses at great length a bulletin issued by the National Paper Trade Association which tries to establish the illegality of the long price list for fine papers. In the Whitaker letter, signed by Bryant Venable, the belief is expressed that there is no ground for belief that the long price list is illegal, and that the printers of the country will eventually procure the kind of a price list they want, but admits in the last paragraph of his letter that there is still some doubt as to the kind of list the majority of printers desire.

"European Conditions and Their Effect on American Business" will be the main topic at the tenth annual meeting of the Chamber of Commerce of the United States, to be held in Washington, May 16 to 18. This announcement was made by the Chamber today when it made public a tentative program for the meeting.

Because of the interest of business men throughout the country in the general subject it is predicted that the convention will be one of the largest ever held by the Chamber. More than 1,400 business organizations have been asked to send representatives and an attendance of from 4,000 to 5,000 business men is looked for.

The regular monthly meeting and dinner of the Cincinnati Club of Printing House Craftsmen was held at the Grand Hotel, Cincinnati, Friday evening, April 7, and was well attended, many new faces being present. The speaker of the evening, Mr. Willard Wade of The Samuel Bingham's Son Mfg. Co., of Cleveland, Ohio, made a special trip to Cincinnati for this occasion and spoke on the subject of "Printers' Rollers and Their Relation to Distribution."

The board of governors of the club is working out a program for getting up a party to go to the annual convention to be held at Boston, August 28 to September 2, and will announce full details of their plans within a short time. Special cars will be chartered.

Guy Williams, who some time ago resigned as secretary-manager of the Tulsa Typothetae, is now half-owner of the Triangle Printing Company, Tulsa.

American Vellum, one of the Eagle-A standardized mill brand lines manufactured by the American Writing Paper Company, has been adopted by the Sabeian Society for use in its publication, "The Sabeian."

The April meeting of the Michigan State Typothetae Federation was held Saturday, April 15, at Kalamazoo. The principal subject for debate was "Vocational Training in the Printing Trade."

The date of the Atlantic City meeting of the Tariff Printers' Society has been changed from Saturday, May 6, to May 13. A program of practical value to all Tariff Printers is being arranged, and an invitation is extended to all U. T. A. members operating tariff departments to attend the meeting.

Printing sales throughout the country declined in February according to the latest business chart issued by the American Writing Paper Company. Although the printing sales declined greatly during the month, there was a slight increase in the value of the printers' purchases of paper stock. This would indicate that the prices of printing were undoubtedly cut severely in an effort to stimulate business for the printer and to keep his plant in action. Profits undoubtedly suffered.

Charles H. Brandon, president and founder of the Brandon Printing Co., Nashville, Tenn., died on March 29.

The J. H. Bordeaux Company of West Springfield, Mass., advertising printing, announces the addition to its organization of John G. Bristol and Will D. Hilton.

Mr. Bristol comes from Buffalo, N. Y., and is an advertising man with several years' experience in agency work. He will travel in the company's interests in New England.

Mr. Hilton, a dry-point etcher of the younger English school, whose works have been exhibited in art galleries in this country and continental Europe, will take charge of the Bordeaux Company's art department.

At a cost of \$2,700, a complete printing plant has been ordered for the Texas State prison at Huntsville, Texas, and will be installed as soon as it reaches Huntsville from Dallas.

Two expert printers now serving terms will have charge of the printing plant. The men will at once begin printing stationery for the prison system such as letterheads, blank reports for farms, departments, camps, etc.

A new printing company has appeared in Marion, Ind., incorporated at \$10,000. The name of the new incorporation is the Modlin Printing Co.

The incorporators are Edgar C. Modlin, who operated the E. C. Modlin Printing Co. at Thirty-eighth and Washington streets for ten years, selling out two years ago; W. B. Stephenson, secretary-treasurer of the Delta Electric Co., and C. W. B. Hughes of the Standard Glass Co. The new concern will be in operation about May 10.

The collection of nearly one thousand pieces of advertising matter folded on Cleveland Folders and exhibited at the last United Typothetae Convention, in Toronto, and the Direct Mail Advertising Association Convention, in Springfield, Mass., has been exhibited by the Canadian American Machinery Company at the British Industries Fair in the Crystal Palace, London, S. E. England.

Dinner was served to about eighty members of the Capitol District Typothetae and the Capitol District Club of Printing House Pressmen at a joint meeting of the two clubs in Troy, N. Y., on April 11. Alfred Whitehurst, president of the Capitol District Typothetae, presided, and introduced the speaker, Fred W. Singleton, who addressed the gathering on "Decorative Typography." Following the dinner and talk, business meetings were held by the two clubs at which their respective presidents, Alfred and James T. Whitehurst, presided. The two meetings merged and discussed a trip to Newark, N. J., in acceptance of an invitation from the American Type Founders Company at that place to visit and inspect their plant on or about June 13. A dinner will be served to the visitors in the plant.

Fore! Chicago Golfers Are Coming!

THE Printing Trades Golf Association of Chicago for 1922, affiliated with the Franklin Typothetae of Chicago, was formally launched at a meeting at the Hamilton Club, Chicago, May 2. A large and enthusiastic gathering unanimously elected officers for the season and formally endorsed plans for the coming summer, which embrace three tournaments, the first to be held on June 15 at Olympia Fields. There will also be a tournament in August and another in September.

In addition to these three, it is planned to develop a team to challenge all comers from the East to a tournament at Cleveland during the U. T. A. Convention in October.

The meeting was presided over by E. F. Hamm, of the Blakely Printing Co., president of the Franklin-Typothetae of Chicago. When Ben Pittsford, chairman of the nominating committee, brought before the meeting the committee's nominations for officers, the men named were unanimously elected without discussion. They are: M. E. Franklin, of the W. F. Hall Co., president; A. C. Hammond, western manager of the Dexter Folder Co., vice-president; H. E. Roelke, of the Blakely Printing Co., treasurer; Walter K. Tews, secretary of the Franklin-Typothetae of Chicago, secretary; E. W. Kirchner, of the Kirchner Printing House, director for one year; W. N. Gillett, of the Chicago Paper Company, director for two years; and Marion S. Burnett, director for three years.

Sixty-six charter members are already listed. The limit for membership is 150 and the message has gone out to Chicago printers and supplymen, "Get in while the getting is good!"

Tales of the Trade

WHEN Jimmy Diamond started on his trip South, he said to the husky porter, "Now, see here, I want you to put me off at Bowling Green; you know we get there about six in the morning and I may oversleep, but I have important business and must stop there. Here's a five. Now I may be hard to wake up and I may act ugly, but you must get me off the train no matter how hard I fight. Understand?"

"Yas, sah! Yas, sah! It shall be did, sah!"

Next morning Jimmy was awakened by the stentorian voice of the brakeman, calling Gallatin, a town 50 miles further down the line.

"Gallatin," roared Jimmy, "where's that porter?"

Hastily slipping on his trousers he went to search and found him huddled in the porter's closet, head bandaged, clothes torn and his arm in a sling. "Well, you are a sight. Why didn't you put me off at Bowling Green?"

"Wha-at, was you all de gemman what give me de five dollahs?"

"Sure, you idiot!"

"Wall, den foh de Lawd's sake, who was dat gemman I put off at Bowling Green?"—*Elam's Paper Topics*.

THE reason King Arthur waged war with horse and spear was because he'd never met a tank. In the battle for more business, direct advertising is the modern offensive. Those who dispute this statement, like King Arthur, do not know—that's all.—*A. Booster, in The Ambassador, Niagara Paper Mills Co.*

This space would
carry your sales
message to 3300
employing prin-
ters in the United
States. Let us
send you our rates

Ben Franklin
Publishing Co.

440 South Dearborn Street
CHICAGO, ILLINOIS

Industrial Review

(From the U. T. A. Industrial News Letter)

There was an increase of 0.57 per cent in the number of employed in the United States from January 31 to February 28, 1922, according to the report of the Employment Service, U. S. Department of Labor. The industries showing increases were vehicles for land transportation, liquors and beverages, railroad repair shops, metal products, lumber, iron and steel, chemicals, foods, leather and tobacco manufacture. Textiles and paper and printing showed decreases. Of the 65 cities reporting, 44 showed a net increase in employment January 31 to February 28, and 21 showed a decrease.

There was a decrease of less than half of one per cent in employment in the paper and printing trades from January 31, 1922, to February 28, 1922, according to the Bulletin of the Employment Service, U. S. Department of Labor. From January 31, 1921, to October 31, 1921, employment in the paper and printing trades decreased about 10 per cent, and from October 31 to February 28, 1922, increased about 6 per cent. The reports are received from actual payroll records of typical establishments.

Leaders of the United Mine Workers of America estimate that their 515,000 members have gone out almost to a man in the big strike which covers both the bituminous and anthracite fields. Reports are not yet in, however, as to the actual extent. Of the 620,000 bituminous miners about 60 per cent are in the union and of the 150,000 anthracite miners, over 50 per cent. The operators are asking for wage reductions to the levels of 1917 or to a point where they can compete with nonunion mines, scrapping of the present central competitive field basic wage agreements, and abolition of the check-off, under which union dues and assessments are collected by the companies out of the pay envelopes. The bituminous miners are holding out for maintenance of the present basic wage scales, the four state wage agreement and the check-off, and the introduction of the six-hour day and five-day week. The anthracite miners are asking for a 20 per cent increase in the contract wage scale and a number of changes in working conditions. On account of the time of year and the supply of coal on hand a long strike is predicted unless a greater industrial revival occurs this summer than is generally looked for.

The retail food index issued by the U. S. Bureau of Labor Statistics shows that there was a decrease of 0.3 per cent in the retail cost of food to the average family in February as compared with January, for the country as a whole. The index number for retail food prices in the United States was 142 for February 15, the average of 1913 as 100. During the month from January 15 to February 15, the average family expenditure for food decreased in 28 cities and increased in 22 cities.

The *Imprint* for March 27, 1922, stated that there will be no April scale changes in New York book and job shops. Agreements have been reached with the pressmen, feeders', paper handlers' and cutters' unions whose scale contracts were subject to opening on April 1, 1922, to continue at the present scale until September 30, 1922. These contracts expire at the latter date but their renewal period is covered by overlapping arbitration agreements. The scale contract with Typographical Union No. 6 continues until September 30, 1923, subject

to opening on September 30, 1922. Committees are at work on the unification of shop rules with all unions, on which progress has already been made.

The report of the chairman of the committee on arbitration between the Employing Printers of Kansas City desiring to employ union press feeders and the Kansas City Press Assistants' Union No. 20 on the question to be decided, "What is a fair and living minimum wage for members of Press Assistants' Union No. 20 employed by union employing printers of Kansas City," found that the minimum wage on cylinder presses, 24x36 factory built or larger is \$31.50 and recommended that each of the other nine classifications be adjusted in the same proportion as the above awarded wage bears to the present scale of \$27.50.

In the case of the J. W. Clement Company vs. the Buffalo Typographical Union an injunction restraining picketing of the plaintiff's establishment was continued by Justice Hinkley of the Supreme Court but was modified in accordance with the recent decision of the Federal Supreme Court in the American Steel Foundries case limiting the number of pickets to one representative for each point of ingress and egress and giving special admonition against abusive and threatening language and importunate following of workers.

A voluntary, contributory plan of old age pensions has been established in British Columbia. The law covers employes in private industries as well as civil service employes of the province, municipal and school board employes.

A resolution introduced in the New York legislature by Senator Seidel would have the state industrial commission "examine thoroughly the causes of industrial and business breakdown," and report to the 1923 legislature with recommendations as to unemployment insurance, opening idle industrial plants for the unemployed, and measures looking toward the regularization of industry.

Charles M. Schwab recently announced that the Bethlehem Steel Corporation will spend \$25,000,000 to enlarge its works, at a time when the plants are operating at only one-third of their capacity. Another notable recognition of the "good business" of pushing construction work in times of depression—one of the most effective means by which industrial managers can aid in combating unemployment by providing useful work.

Law and Labor for March reports the following court decisions in labor cases:

A temporary injunction will not issue upon a bill charging that a group of wealthy and powerful citizens are coercing contractors to discharge and to refuse to employ members of a carpenters' union where it appears that members of that union have resorted to violence to prevent nonunion men from working. *Carpenters' Union v. Citizens' Committee to Enforce the Landis Award*; Superior Court, Cook County, Illinois.

A combination of motion picture machine operators to destroy the patronage of a theatre violates the anti-trust act of Minnesota. *Campbell v. Motion Picture Machine Operators*, Local 219; Supreme Court, Minnesota.

The distinction between civil and criminal contempt discussed. *Campbell v. Motion Picture Machine Operators*. In the Matter of Stevens, et al. Supreme Court, Minnesota.

Contempts of order of the court limiting the right to picket found against a striking employe who followed and annoyed employes of the plaintiff company and referred to them in opprobrious terms. *Trade Press Publishing Company v. Milwaukee Typographical Union*, Circuit Court, Milwaukee County, Wisconsin.

Inducing breach of employment contracts held unlawful in Ohio. *Landesman-Hircheimer Company v. Joint Board of Cloak, Suit, Shirt and Dressmakers' Union*, Common Pleas, Cuyahoga County, Ohio.

Picketing will not be tolerated in the absence of a strike. *John Meyer, et al. v. Local No. 26 International Ladies' Garment Workers' Union*; Common Pleas, Lake County, Ohio.

Picketing forbidden within 200 feet of plaintiff's restaurant. *Dempsey v. Local No. 400, Cooks and Helpers, Waiters and Waitresses' Union*; Superior Court, Spokane County, Washington.

The wage scale of electrotype finishers in the book and job electrotyping shops of Greater New York will remain unchanged at \$59 a week for another year as a result of a decision made by Laurence T. Hinch, chairman of the board of arbitration which sat on the question of wage readjustments in the industry. The employing electrotypers' association asked for a reduction of \$7 a week in the scales for finishers at the expiration of the contract last October.

March has passed all expectations in the volume of business passing through Trade Composition plants in the country, according to *The Trade Compositor*. During normal times March has been one of the best of the year, but it was hardly to be expected that there would be such an increase in the volume of work done. Reports indicate that of the last twelve months, March has been almost universally the best.

Governor Morrow of Kentucky has just signed what is known as the Bell Bill, classifying newspaper and job plants as manufacturing establishments. The following section covers this industry:

"Provided, the persons, firms, or corporations actually engaged in the printing, publishing and distribution of a newspaper, or newspapers, or operating a job printing plant, shall be deemed to be actually engaged in manufacturing within the meaning of this act."

One of Harry Gage's volumes of the U. T. A. Typographic Library has just been published. It is volume No. 43 "Applied Design for Printers." In this volume he has brought out for the student apprentice certain fundamental principles of arrangement and ornamentation whose use is instinctive to the accomplished typographer. Many illustrations are used to bring out the points in the text.

This volume is the thirty-eighth volume of the U. T. A. Typographic Library that has been published, and is a valuable addition to the set. The volume can be purchased singly. The price of separate volumes is \$1.00 a copy to members and teachers, and \$1.50 to all others.

The Modlin Printing Company, of Marion, Ind., which has been re-organized, has started work on the construction of a new one-story building at 3751-53 South Washington street, which will be the plant of the company. The building will be 32x60 feet in size and is being built of hollow tile.

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SIMONS**
CO. 732 Sherman
CHICAGO

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*when in need of that
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SPECIALISTS and all
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Our work is all rush
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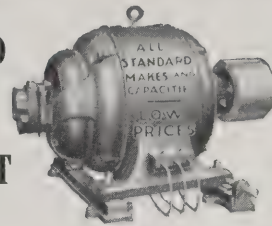
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Buy Direct from America's Leading Motor Merchandisers

Make real substantial savings on nationally known standard electrical equipment. Take advantage of correct engineering information gleaned from over twenty years' experience on electrical engineering projects. Know the value of dealing with a dependable electric house that has a national reputation for motor sales and service at low cost.

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Made in White, Blue, Canary, Cherry, Tuscan
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*A good rag paper at a
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Useful for duplicate and manifold copies of letters
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Turners Falls, Mass.

CANADIAN AND FOREIGN

Some quick newspaper production was reported on the arrival of the "Aquitania" at Southampton recently. It was in connection with the marriage of Princess Mary, when a four-page special edition of the *Cunard Daily Bulletin*, containing a full report of the ceremony, was published within a few hours of the ceremony taking place.

Offers to do British printing on the Continent and circulars of British firms printed abroad are still being received in England much to the chagrin of printers and paper-makers. Printers in Budapest are particularly active just now in offering to do the work at astounding prices, and one particular firm stresses the point that "wages here are manifold less than anywhere else." The offers made are of a very extraordinary character. In one case post cards in two colors and including printing, addressing and postage, are offered at 50 for 1s., whereas if posted in this country the postage alone, without taking account of the printing or any other labor involved, would be 4s. 2d. Lithographed three-color pictorial post cards are offered at 2,000 for 60s., including advertisement on back of card, postage and so on.

At the works of Messrs. Spottiswoode, Ballantyne and Co., Ltd., 1 New-street-square, London, E. C., there was unveiled recently a very beautiful mural tablet, which was, with impressive ceremony, dedicated in memory to those members of the firm's staff who made the supreme sacrifice in the Great War.

The big export trade done by German book-producers is causing alarm in France. French publishers recently issued a warning of the serious political consequences likely to follow the activity of German publishers who were flooding the foreign markets, while French firms saw their exports of books declining. They had found that in the Near East, Italy, Spain and the new States of Central Europe German books were being poured onto the market and a new public being won to a taste for German literature and German thought, while French books were in many places only to be obtained with difficulty. Two exhibitions are now being organized as the beginning of a campaign of propaganda in favor of French literature and culture abroad. One is to be held at Florence, and the other at Stockholm. Both are to be subsidized by the French propaganda department. Eighty French publishing houses are participating in the enterprise, and over 4,000 volumes will be shown at Stockholm. The Florence exhibition will be even bigger, and will last for three months.

The printing and allied trades usually occupy a prominent place at the Brussels Fair, April 3 to 19, inclusive, organized by the Municipality of the Belgian capital. Two sections were set apart for the exhibitors of the graphic arts and kindred industries.

The export of British printing type during January and February amounted in quantity to 36 tons (of the value of £11,416), 60 tons (£21,853) last year, and 51 tons (£13,180) in 1920.

The Federation of Master Process Engravers of London recently elected as their secretary A. E. Dent, who is now established at 329 High Holborn, where the Federation has for the first time offices of its own devoted exclusively to the work of the process trade.

Robert Ashbery Tidmas, for 36 years country representative of Messrs. Eyre and Spottiswoode (Bible Warehouse), Ltd., Paternoster-row, E. C., has died in London.

The next general meeting of the International Chamber of Commerce will be held in Rome, Italy, the week of March 19, 1923, it has been announced by the American section of the International Chamber.

In arriving at this decision the board of directors of the International Chamber, which just met in Paris, was influenced to a great extent by the possibilities of the Genoa Conference.

The International Chamber of Commerce has already expressed itself both at its Paris and London meetings on problems which are now before this Conference. It has made recommendations relating to the limitation of armaments, balancing of budgets, restriction of further issues of paper currency, problems of exchange, organization of public and private credits, the ter Meulen plan, facilities for import and export commerce, problems of tariff, German reparations, inter-Allied debts, protection of private property, treatment of foreign banks and of foreigners as to taxation, technical aid to industrial organizations, reconstruction of devastated areas, and the problem of transportation and communications generally, all of which the European governments are now taking up definitely in the conference at Genoa.

The development of an apparatus which will be actuated by speech sounds and which will automatically set up words in type was predicted by Dr. J. H. T. Roberts, formerly of the Cavendish Laboratory, Cambridge, at a lecture to the Liverpool University Physical Society on "Recent Developments in Reproduction of Sound."

"Such an apparatus would depend upon every sound, both vowel and consonant, having a characteristic wave form.

"The apparatus would have to be arranged so as to operate selectively a special typesetting machine, which would be something of a cross between a dictating machine and a linotype machine.

"The apparatus would in a sense have a brain and would be able to transform the spoken sound into the written word. The manipulative difficulties are very great, but I am confident that we shall eventually overcome them."

At February 1 the average level of retail prices of the family budget in England, according to the statistics of the Ministry of Labor, quoted in the U. T. A. *Industrial News Letter*, was about 88 per cent above that of July, 1914. The corresponding figure for December 31, 1921, was 92 per cent and that for February 1, 1921, was 151 per cent. The decrease in the percentage since December 31 is mainly due to reduction in food prices.

The average weekly cost of a family budget of food, fuel and rent was \$21.52 for January, 1922, as compared with \$21.49 for December, 1921. The cost of the food budget was \$11.03 for January as compared with \$11.00 for December. For February, 1922, the average weekly cost of the family budget was \$21.06 and of the food budget \$10.60.

There has been opened at the British Museum a special exhibition of Greek and Latin papyri presented at various dates by the Egypt Exploration Society. This body (formerly the Egypt Exploration Fund) is celebrating the twenty-fifth anniversary of the foundation of its Græco-Roman branch; and it is in honor of the anniversary that the Museum has arranged its exhibition. A guide book to the exhibition, with introduction, detailed description of the papyri shown, a preface by Sir Frederick Kenyon and one photographic facsimile, has been published by the society. The exhibition, which will be found in the MSS. Saloon, Case A, includes many interesting papyri of various kinds, selected to illustrate the wide range of papyrological discovery.

In the course of an interesting lecture at Nottingham, R. C. Elliott gave a most comprehensive and interesting account of early typesetting machines. One of the first machines which attempted to solve the problem of mechanical typesetting was that of a man named Church, who was the first to introduce a keyboard. Mr. Elliott dealt in turn with the Young machine, the Hattersley, which came in 1857, and was one of the only ones that brought tangible profit to its inventor, the Kastenbein and the Wicks. He then dealt at some length with the Page machine, which after its inventor had used all his capital in financing it, found many ready to assist him, amongst these being Mark Twain.

Says the Leipzig correspondent of the *Manchester Guardian*:

"Lithographers, printers and binders have enough to do at present, but they regard the future with some anxiety. Prices are uncertain, and it is very difficult to get paper. The paper mills cannot work much. Either they have no coal or, on account of the dry summer, no cellulose. Export business, which is so important for the lithographic industry, is very limited at present, especially with England since the anti-dumping legislation. The countries at our eastern frontiers and Russia can hardly be thought of; neither Austria, on account of the exchange. Switzerland and France have passed strict laws against imports, and so the northern countries are the only ones which can be taken into consideration."

It was recently announced that the following goods may be imported into Hungary without license: Paper pulp, pasteboard (cardboard, tarred cardboard, and cartonpierre); paper of all kinds (including wallpaper, photographic paper, etc.), except cigarette papers; printing type of brass or other common metal, books, music, and periodicals.

Secretary A. E. Goodwin, of the Federation of Master Printers and Allied Trade of the United Kingdom of Great Britain and Ireland, has sent an invitation to the International offices of the U. T. A. to be forwarded to the U. T. A. membership, asking any of them who can do so to attend the annual meeting of the Federation to be held the first week in June in London. He particularly urges any of the U. T. A. members who are in England at that time to visit this annual meeting and those who are traveling in England at that or any other time are invited to call at the headquarters of the Federation of Master Printers, 24 Holborn, London, E. C. 1, where Secretary Goodwin will be pleased to make U. T. A. visitors welcome.

Genuine Economy

When you get type from the machine that is as near perfect as human effort can make it you do not have to be a mathematician to figure out that you are saving in makeready, etc., i. e., Money.

When slugs are all the same height the life is prolonged. Runs of 100,000 to 200,000 from our linotype are common occurrences with our customers.

Ask any buyer of MATHEWS SERVICE what he thinks of our product.

Our hard metal foundry type is meeting with like success by its users.

Mathews Typesetting Company

Phones Harrison 2083-4086

626 Federal Street

Red Figures on the Books?

BUSINESS is a game. The object—to keep Red Figures off the Books. Printers who have to compete for trade nowadays are watching the corners. They are demanding the utmost efficiency and lower production costs.

Trade-Shop Service is the solution—because it is efficient, economical and satisfactory.

We have satisfied our customers, and our charges are lower than production costs in the average printing plant.

Here are three important reasons why we should have your patronage!

1. We operate our plant day and night.
2. We established the first non-union trade composition house in Chicago and after two years, boast of an organization second to none.
3. We do not maintain a squadron of high-salaried order-takers.

Trade-Shop Typesetters, Inc.

An Eight-Hour Open Shop

218 S. Clark Street Chicago, Illinois

PHONE WABASH 7667

A Dollar Want-Ad

Will Reach

3,300 Employing Printers

If You Put it in

Ben Franklin Monthly

440 S. Dearborn Street - Chicago

FOR SALE

One 500-lb. Capacity

Economy Tiering Machine

Slightly used but in excellent condition

Cost \$265.00

Will sell for \$150.00

H-75 Ben Franklin Publishing Company

440 South Dearborn Street, Chicago

CHICAGO

John K. Leary, a typesetter with the Mathews Typesetting Co., died suddenly at his home in Hinsdale the latter part of April. Mr. Leary was forty-nine years old. Before his connection with the Mathews Company he was an erector for the Lanston Monotype Machine Company.

The *Open Shop News*, bulletin of the Typothetae Association of Chicago, the open shop branch of the Franklin-Typothetae, is being set by hand and printed by students in the Chicago Typothetae School of Printing. It is a very creditable comment on the work of the school.

A bulletin recently issued by the Chicago Typothetae School lists several apprentices in training at the school as available for employment. The school is a worthy movement and the boys should receive the encouragement which quick employment will give them. If you are interested call Haymarket 8970.

Chicago employers were the guests of the Chicago Club of Printing House Craftsmen at the City Club on the night of April 18. The speaker was Charles A. Eaton of New York, whose subject was "The Philosophy of Wages."

On Monday night, April 24, the Chicago Club held a boosters' meeting at which Joseph J. Dallas, manager of the Boston Exposition, was the guest of honor.

President Peterson of the Peterson Linotyping Co. and the Regan Printing House, easily secured the Republican nomination for president of the Board of Commissioners of Cook County at the primaries on April 11.

The retail price list for paper was approved and recommended by the Calumet Ben Franklin Club, a branch of the Franklin-Typothetae of Chicago, at its 139th regular meeting, held at Parker's Cafe on 53rd street, March 23.

Geo. N. Voorhees, assistant director of the U. T. A. department of research, is spending several weeks in Ottawa, Montreal, and Toronto, Canada, visiting a number of printing plants which for a number of years have compiled production records on various operations and machines. He will gather and bring back for compiling with others of a like nature all records that are for publication in the Standard Guide. Among those offices to be visited is the Government Printing Office at Ottawa.

John C. Harding, one of Chicago's oldest printers, has been elected president of the Old Time Printers' association.

Mr. Harding has been active for years in labor and political circles. In 1913 he was a member of the board of education.

Other officers elected were Frank Keefer, vice-president, and William Mill, secretary and treasurer.

The Barrett Bindery Company has announced removal to its new building at 1328 West Monroe street. The new telephone number is Haymarket 7309.

Dan Gross, former proprietor of the Gross Printing Co., is now with the Smith-McCarthy Typesetting Co.

Chicago Incorporations for April, 1922

Adaptive Printing Company, 4409 W. Lake street. Forty-five shares no par value. Sydney Dye, Mary Sharkey, Andrew Sharkey. General printing and publishing business. Correspondent, Thomas J. Mullen, 19 S. La Salle street.

Boorum & Pease Co., 209 S. State street, Chicago. Capital, \$10,000. Manufacture and deal in paper, stocks, bonds, blank books, stationery, etc. Incorporators: Amos H. Watts, Jess Halsted, Robt. O. Farrel. Correspondent, Chapman, Cutler & Parker, 111 W. Monroe street, Chicago.

Clark, Goodspeed & Jones, Inc., 538 S. Dearborn street, Chicago. Capital, \$5,000 and 100 shares no par value. Advertising promoters. Incorporators: Omer C. Jones, Palmer J. Clark, Kenneth C. Goodspeed. Correspondent, Clark, Goodspeed & Jones, 538 S. Dearborn street.

Lithuanian Printing and Publishing Co., 4113 S. Halsted street, Chicago. Capital, \$20,000. Incorporators: Peter M. Kaitis, Michael G. Valeskas, Simon Danilivicius. Printing and publishing business. Correspondent, Max Biederman, 155 N. Clark street.

Perfection Printing Guide Corporation, 1609 W. Van Buren street. Capital, \$5,000. Manufacture and deal in devices for printing, etc. Isidore Levin, Samuel Kanter, Isidore Gussaroff. Correspondent, Leonard Wissman, 510, 155 N. Clark street.

Praigg, Kiser & Co., Inc., 639 Diversey Parkway, Chicago. Capital, \$1,000. Advertising business. Incorporators: Noble T. Praigg, Carl W. Kiser and H. E. Smith. Correspondent, Defrees, Buckingham & Eaton, 1720, 105 S. La Salle street.

Radio Topics, 112 N. Boulevard, Oak Park. Capital, \$18,000. Printing, publishing and distribution of magazines and periodicals, etc. Norman F. Wunderlich, Joseph J. Novak, Bruno W. Stoltz, Nanke C. Bes. Correspondent, Theodore P. Wunderlich, 1614, 127 N. Dearborn street.

Fred A. Robbins, Inc., 37 S. Wabash avenue, Chicago. Capital, \$15,000. Deal in advertising matters. Incorporators: Fred A. Robbins, Samuel H. Eddy, Roy J. Birkle. Correspondent, Robert J. Nordhold, 1510 Title and Trust Bldg.

Royal Letter Service, Inc., 111 N. Dearborn street, Chicago. Capital, \$1,000. Incorporators: John F. Kolb, Francis F. Kay, Bernard Metal. General printing and service business. Correspondent, Bernard Metal & Co., 111 N. Dearborn street.

Slovak Printing and Publishing Co., 1945 W. 47th street, Chicago. Capital, \$25,000. General printing and publishing business. Incorporators: Louis B. Kycko, Vendelin F. Tyka, Benj. Zahradnik, R. I. Pollak, Martin Sedivy and Sebastian Siska. Correspondent, A. B. Tabola, R. I. Pollak & Co., 1945 W. 47th street.

Sullivan & Co., 1136 W. Van Buren street. Capital, \$20,000. Incorporators: W. L. Sullivan, B. W. Cavanaugh, F. Cavanaugh. Printing and publishing business. Correspondents, Ryan, Condon & Livingston, 1160 First National Bank Bldg.

The Udell Printing Co., Highland Park. Capital \$100,000. Incorporators: John Lee Udell, Paul Latham Udell, Walter Cope. Manufacture, prepare, buy, sell, and deal in all manner of printing. Correspondent, Frank V. Banta, 134 S. La Salle street.

Robert E. Ward, Inc., 1801-5 S. Wabash avenue, Chicago. Capital, 1,000 shares no par value. General advertising business. Incorporators: C. S. McCoy, T. M. Weber, M. H. Ward. Correspondent, Robert D. Elder, 19 S. La Salle street.

Hilton Lithograph Co., 125 W. Ohio street, Chicago. Capital, 200 shares, no par value. Business of printing, lithographing and publishing. Incorporators: E. D. Bamberger, Leo V. Cleary and Lewis W. Parker. Correspondent, Lewis W. Parker, Marquette Bldg.

Century Engraving and Embossing Co., Chicago, increased capital stock \$4,000 to \$75,000.

System Printing Company, 305 N. Wells street. Capital, \$10,000. General printing business. Incorporators: Frederick Holz, Ottis M. Benedict, Nathan Wagman. Correspondent, Byron A. Nelson, 1005, 56 W. Randolph street.

Herbert Dealtry Ward, vice-president of the American Printing Ink Co., died at his home at 900 Bluff street, Glencoe, on April 4. Mr. Ward had been suffering from ill health for over two years, following an attack of influenza from which he never fully recovered health. His death resulted from pneumonia from which he had been suffering for two weeks.

The Western Linotyping Co., formerly at 434 Plymouth court, have moved to 437 S. Dearborn street and are occupying a shop which runs through to Plymouth court and gives them an additional entrance at 436 Plymouth court. Two new Linotypes are to be installed and through other improvements the capacity of the plant will be doubled.

A pamphlet has been prepared by the Chicago Post Office showing the hours of the closing and arrival of mails at the post office and the hours in transit between prominent cities and towns throughout the United States.

This pamphlet contains a schedule of the mail service for the twenty-four hours to some of the largest cities in each state. Mails for other cities in distant states generally close at the Chicago Post Office at approximately the same hours as for the cities shown in the list for such states. This pamphlet will show the advantages to be gained in many instances by mailing in time for early dispatches.

It can be had upon application at Room 350, Main Post Office, or will be mailed upon request.

K. A. Estey, U. T. A. field service man, has been spending several weeks with the Ben Franklin Club of St. Louis, assisting the secretary and the members.

The hardwood lumber people have reorganized their trade association. It is to be known as the American Hard Wood Institute. Before it is finally adopted it is to be submitted to the Attorney General for approval. The plan contemplates the organization of a corporation by producers and consumers. The information gathered by the corporation would be available to both, stock being sold in such small amounts that even the most moderate interest would not be barred from participation. Each stockholder would be required to furnish information as to its own business.

A petition for rehearing or a modification of the Supreme Court decree in the lumber case, covering the practices of trade associations in handling statistical information, is in preparation to be filed. There is hope to obtain material amelioration of what are termed the harsh provisions of the decree.

Full Count

Nothing makes a buyer of printing more angry for the moment than to get his job of printing and find the 1,000 count only contains 990 or 980.

Probably it was a mistake, but such mistakes cost the printer a lot more than the difference in the count.

It pays, we find, to give full count plus. When a customer orders a thousands slips or sheets, we always add enough sheets to allow for substantial extras. When a customer counts 1,025 in a thousand lot, we may not hear about it promptly, but our books show it in the right column during the course of the year.—*The Bulletin, Northwest Group, Chicago.*

We Solicit Your Business



We Specialize in Printers' Waste Paper

Western Paper Stock Co.

1456 Indiana Avenue

Phones Calumet 4233-34

Established 1879

Reference: Corn Exchange Bank



Collections Are Slow But ---

We have been able to speed them up through our Collection Bureau. And the results have been most gratifying to our clients. Here's what one wrote us:

"We have always made the maximum use of your Credit facilities, the results of which have been more than equal to any expense attached to membership, and if every member would make more use of your department, there would be less grief among printers, owing to bad accounts. These gentlemen of doubtful hue are always sure to leave a trail behind them.

"The few times that we have taken on a new account without first consulting you have caused us no end of trouble, the most recent one ending in a suit with poor prospects of recovery, with which you are conversant.

"It is our hope to some day see every member take full advantage of all the many helpful activities of our organization.

"Yours for the continued success of your very essential department."

Hawkins & Loomis Company.

This same service is at your beck and call. Use it.

Call Harrison 6392
and ask for Kagey

*Use the Service and protect
your business*

**Printing Trades
Credit Association**

538 So. Dearborn St.
CHICAGO

Curtis-Johnson Co. Moves

Following an expansion in business and an increase in capital stock from \$60,000.00 to \$120,000.00, the Curtis-Johnson Printing Co., formerly of 1638-40 South Wabash avenue, has moved to 1848-1854 West Washington boulevard, Chicago, where their plant and office occupy a new and thoroughly modern one-story building of 16,500 square feet of day-light floor space. The new plant constitutes one of the most complete establishments in the city.

Between the lines of the above announcement you may read a story of one of the most interesting successes in Chicago's printing history of the last few years. The Curtis-Johnson Printing Co. is but seven years old. When President Harold F. Johnson took over the concern seven years ago it was capitalized at \$20,000.00. The equipment consisted of two cylinders and two job presses. It was without bindery or machine composition facilities.

During the period of its growth its equipment has been steadily added to take care of a rapidly increasing volume of sales. The company is now handling approximately \$300,000.00 in business annually.

The Kilgore Linotyping Co., 531 Hearst Bldg., is considering the installation of a department of advertising typography.

John C. Harding, one of Chicago's oldest members of the printing industry, was elected president of the Old Time Printers' Association at the annual meeting held at the Hotel La Salle, Chicago, Sunday, April 9. Mr. Harding was vice-president last year. Frank Keefer was elected vice-president and William Mill, secretary and treasurer.

James Abell has joined the Walton & Spencer Company, Chicago printers, and will organize a special department for handling sales campaigns and working with advertising agencies in planning financial advertising. Mr. Abell has been advertising counsel for several financial houses for the last two years and prior to that time was in the bond business in Chicago and New York.

Robin S. Williams, in charge of advertising for the International Harvester Co. of Canada, and formerly with the *Commercial News*, of Sioux Falls, S. D., addressed the Chicago Trade Press Association on May 2. Mr. Williams' subject was "A Space-Buyer's Viewpoint of the Trade Journal."

A dual agency in Chicago for the S. D. Warren papers has been established by the Warren Company in the Chicago Paper Co. and the Paper Mills Company. Coincident with this announcement comes news from the Chicago Paper Co. that they are establishing a branch house at 301 Kentucky avenue, Indianapolis, Ind. The name of the new branch will be the Century Paper Co. Robert W. Fleischer is president, W. N. Gillett, vice-president, and H. A. Rowley, secretary and treasurer.

The death of Paul Dinse, president of Dinse Page and Co., occurred on April 14, 1922.

When you finish up a job of ordinary letter-press printing, it probably does not occur to you that it could be read by a blind person. Nor would you think that different colored inks, when dry on the sheet, would have such distinctive odors that a blind person could name the colors by smelling them. Yet both of these feats were performed by a blind and deaf girl in Chicago the other day before the Chicago Medical Society. The girl is Willetta Huggins, 17 years old, a patient of the Home for the Blind at Janesville, Wis. Miss Huggins, who physicians say has more highly developed senses of touch and smell than even Helen Keller, read newspaper headlines perfectly with her finger tips and repeatedly designated different colors by smelling of them.

William Hollister, Jr., thirty-five years old, son of William C. Hollister, president of the Champlin Law Printing Co., died suddenly on the night of April 25 in the lobby of a down-town hotel in Chicago. Two weeks ago Mr. Hollister, Jr., met with an automobile accident from which he had been suffering ever since. Feeling faint on the night of his death, he walked into the hotel, sat down in a chair and died a few moments later. Mr. Hollister was associated with his father in business. His residence address was 4737 Jackson Blvd.

The Butler Paper Company has added several new lines to their list. These include Butler's Artisan Enameled Book, Butler's Ambassador Enameled Book, Butler's Melotone Coated Book, Butler's Ambassador Super Book and Butler's Ambassador M. F. Book.

A dynamite bomb was exploded on the night of April 24 in the rear of a newly constructed building at 1230 West Jackson boulevard, Chicago. The building is owned by the R. G. Stevens printing concern and was erected under the terms of the Landis award. Two men were seen running away from the building just before the explosion. The bomb was thrown or set from the alley. The damage is estimated at from \$3,000 to \$4,000.

The explosion took place shortly after midnight. A notice that the Landis award was being paid was torn from in front of the building, which is being erected by Bulley & Andrews, contractors.

Windows were broken in several buildings in the neighborhood. John Snyder, 1220 West Jackson boulevard, reported seeing the men run out of the alley. He said he fired two shots at them, but it did not stop them.

This is the latest in a series of bomb outrages that have followed the efforts of the Landis award committee to get building under way in Chicago.



New Home of the Curtis-Johnson Printing Company

"Old Tom" Faulkner Dies Suddenly

Concluded from Page 57

In the gathering there were those who had worked and played with Mr. Faulkner through the years of his career in the printing industry, and many who knew him only in a business way, but who, through that business relation, had formed a lasting friendship.

And many of them, noticing the bright sunshine which marked the day, remembered a promise which Mr. Faulkner made two years ago, and the memory of his bright cheeriness, his kindness, and his quiet sense of humor, lightened their sense of loss. When, two years ago, "Old Tom" responded to the many congratulations which he received at his fiftieth anniversary dinner, he said:

"And now, my dear friends, I wish you all the joy and happiness that a Divine Providence can bestow upon you, and when the Angel in black shall have tapped me on the shoulder and said, 'Tommy, it's time for you to ring out,' and when the counting room shall have given me my envelope containing the reward that is the allotment of all good printers, and when I shall have taken my place in the alley with the other good printers from Chicago who have preceded me, and when by my winning ways and applications of 'bovine salve' I shall have ingratiated myself with the powers that be up above, I will promise you to use my best endeavors to see to it that there will descend upon you more sunshine and less rain.

"Ladies and gentlemen, and dear old pals, I thank you from the bottom of my heart."

Hoover on Unemployment

SECRETARY OF COMMERCE HOOVER, Chairman of President Harding's Conference on Unemployment, is confident that the day will come when a cure for the vast calamity of nation-wide idleness will be found. As he says:

"One of the causes of ill-will that weighs heavily upon the community is the whole problem of unemployment. I know of nothing that more filled the mind of the recent Conference, while dealing mainly with emergency matters, than the necessity to develop further remedy: first, for the vast calamities of unemployment in the cyclic periods of depression, and, second, some assurance to the individual of reasonable economic security—to remove the fear of total family disaster in loss of the job.

"I am not one who regards these matters as incalculable. Thirty years ago our business community considered the cyclic financial panic as inevitable. We know now we have cured it through the Federal Reserve system. The problem requires study. It, like our banking system, requires a solution consonant with American institutions and thought.

"Many American industries are themselves finding solutions. There is a solution somewhere and its working out will be the greatest blessing yet given to our economic system, both to the employer and the employee.

"There are also in this great question of unemployment the problems of seasonal and intermittent industry. Some of them are incurable, but some are not, and every one cured is a contribution to the solution of these matters."

Why We Eat Hens' Eggs

GEORGE COHAN, the greatest advertiser in the theatrical world, in discussing advertising recently, said: "When a duck lays an egg she just waddles off as if nothing had happened. When a hen lays an egg there is a whale of a noise; hence the demand for hens' eggs. Moral: It pays to advertise."



The strongest argument in favor of Business is the liberal use of Sketchy Cartoons, Commercial Drawings, Advertising Designs, Etc.

Suitable for PHOTO PROCESS ENGRAVING

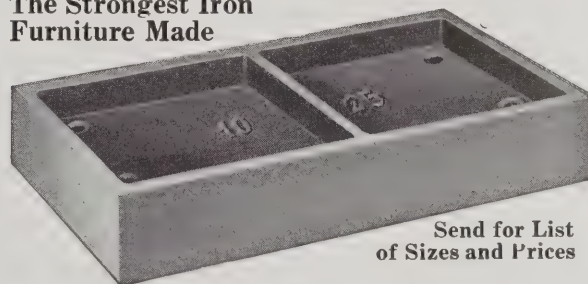
**HALF TONES
ZINC ETCHING
COLOR PLATES**

HAMMERSMITH
ENGRAVING Co.

BENJAMIN KORTMEYER
General Manager

Phone Harrison 5876 **CHICAGO** 501 So. Dearborn Street

The Strongest Iron Furniture Made



Send for List of Sizes and Prices

Challenge LABOR- SAVING Printers' Iron Furniture

Made from highest grade fine-grained castings, Micro-ground to point system accuracy. It is light, rigid and positively accurate. The size in picas (12 points) is in raised figures on both sides of each piece. Holes in each piece allow for drainage. Note particularly the cross-braces cast in each piece, which gives extra strength and finger-hold when in form.

The Challenge Machinery Co.

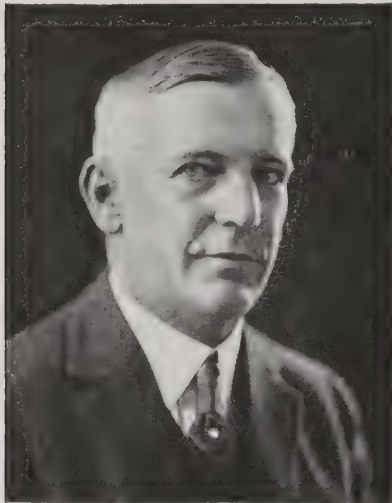
Grand Haven, Mich.

CHICAGO, 124 South Wells Street

NEW YORK, 461 Eighth Avenue

Manufacturers of the Lee Two-Revolution Press, Stonemetz Two-Revolution Presses, Diamond Power Cutters, Advance Lever Cutters, Hoerner Type-High Machine, and many other tools and requirements for printers. Send for Vest-Pocket Catalog.

WITH OUR ADVERTISERS



C. A. HANSON

Linotype Executives Go Abroad

Norman Dodge, general manager of the Mergenthaler Linotype Company, and C. A. Hanson, general works manager, left New York City April 11 aboard the Aquitania for a three-months' business trip abroad.

Messrs. Dodge and Hanson will spend several weeks in London at the head offices of Linotype and Machinery, Limited, and at Broadheath, near Manchester, where the mammoth plant of that company is located. They also plan to visit the Paris and Berlin agencies of the Mergenthaler Linotype Company.

On the evening of April 5 Messrs. Dodge and Hanson were guests of honor at a *bon voyage* dinner at Bedford Mansion, Brooklyn.

Monotype Issues Helpful Suggestions in Questions and Answers

The Lanston Monotype Co. has just sent to trade compositors a helpful treatise on "The Makeup Department in a Modern Trade Plant" in question and answer form. The treatise opens with a logical discussion of the reason for a makeup department in every modern trade composition plant. It begins:

"A trade plant should have a makeup department because the comparative record of plants with it, and without it, demonstrates conclusively that those approaching most nearly to complete service have the best opportunity for success. This opportunity for success is based upon a thorough organization of men and equipment to do in a capable way every kind of composing-room work that a printer needs. Behind such an organization, supporting it at every turn, there should be a service plan that handles the printer's work understandingly. An organization built along this line not only deserves success—it commands it."

This is a part of the Monotype trade plant co-operation service.

This is a Composite Page
Representative of the
Mergenthaler Linotype Co.

Linotype Display

Entirely Linotype Set
Representative of the
Mergenthaler Linotype Co.

Lockwood Ban Put On 50 Union Abuses In Building Trades
Million Workers Warned to Drop Rules Which Limit Efficiency—Men Demand Right to Fire Their Employers

Aged Squatter In Park Given Winter Home
"Pig" Begun to Spend Winter Months at City Center

BURGLAR SHOT WHEN TRAPPED BY DETECTIVES DURING RAID
"Sly Phil" Stares Aligned That into Court—Stores to Defend Himself on Similar Charges

Judge Refuses to Believe New Yorkers Would Ever be in Bed at Ten o'clock

Flo Ziegfeld To Quit After Equity Break
"Follies" Producer to Go to London to Produce

WOULD USE CITY PARKS FOR AUTOS
Underground Garages Planned to Relieve Congestion

Track Buys Street Car Into Basement, Several Passengers Slightly Injured

Iszy Led by Power of Destination To Hoosh Caught in Trick Chairs

STORE 34,000 CARS
Flashlight Code Would Call Machine

SOCIETY TO RUN HOTEL ONE DAY
Women to Operate, Release, Operate, Operate

Alaskan Gold Rush in Spring Predicted
Mining Interests Say Gold to be Found in Alaska

THE BAT
A PLAY IN THREE ACTS BY J. M. BARRETT

Maison Veretti
Fifth Avenue
For Madrasette (14 to 20 years)
Made in Our Fifth Avenue Studio

LYNDE & GROSSER
Crisis of the Season

Emphatic Savings in Hart Schaffner & Marx Winter Overcoats
\$50
Hart Schaffner & Marx Tuxedo or Full Dress \$63

Permanent Linotype Exhibit at Columbia University. Reproduction of the Printed Page.

Neblung Becomes General Manager of Louis DeJonge Co.

On April first H. C. Neblung, who has been connected with Louis DeJonge and Company for over thirty years, was made general manager of the company.

Mr. Neblung began his career with the DeJonge Company as office boy in the New York office. Later he became a city salesman in New York City. His next promotion was to the head of the sales department in New York.

When it became necessary to consider the establishment of a Chicago store he was selected to take the management, and the first place of business was opened on the eighth floor of the Rand McNally Building. After two years this location became too small and the business was moved to 501-509 S. La Salle street.

Mr. Neblung has built up a wide circle of friends from coast to coast, and those who have known him intimately during his management of the Chicago office, while congratulating him upon his elevation, have sincerely regretted seeing him leave the city.

W. T. Muehlberg, who has been with the Chicago office of the concern for several years past, will become manager to succeed Mr. Neblung.

Hancock All-Steel Quoin

The Hancock Perfecting Lineup Machine Company of Lynn, Mass., is placing upon the market a new quoin that has many advantages to recommend it to the printing trade. It is of the direct spread type and is made entirely of steel as the name implies. The quoin is only nine-sixteenths of an inch wide when closed but will open

one-third its width and lock securely at any point of expansion. The positive locking feature insures against possible accident which is often caused by quoins jarring loose. It is impossible for this new quoin to work loose by any vibration of the press regardless of the length of run.

The Hancock All-Steel Quoin fits in small space, expands three-sixteenths of an inch, and closes automatically when pressure is released. The closing springs are housed in side walls of quoin, entirely out of sight, and are thereby protected from breakage or loss.

The wedge which opens the walls of the quoin extends along the inside a distance equal to one-half the entire length of the quoin and provides a very efficient bearing surface which will not bend the sides and cause damage to the furniture.

One of the hardest tests these quoins have been put to is to hold the steel from which they are made in position on the machines while the milling operations are being done. In this case they are locked metal to metal and the vibration of the milling and cutting-off tools is very much greater than that of the printing press.

Large Sale of Hoff Installations

The Leslie D. Hoff Manufacturing Co., Newark, N. J., makers of the Hoff Combination Slitter, Perforator and Scorer Attachment for all cylinder and Kelly presses, etc., have been kept busy by receiving orders for their attachments, by their representatives, American Type Founders Company's branches, George B. Swart & Co., Inc., New York City, Sam C. Koelle, Chicago, Ill., Latham Automatic Registering Co., Chicago, Ill., etc.

The Hoff attachment is put on the press and becomes a part of it. All grades of stock can be slit, perforated or scored while the sheet is held firmly by the grippers—thereby insuring accuracy, and doing with one operation what it usually required several to accomplish.

Big Demand for Linotypes Continues

As indicated by the machine-shipment lists of the Mergenthaler Linotype Company, a most satisfactory demand for Linotypes continues to assert itself the country over, and the makers of the Linotype are continuing to meet that demand in a most efficient way.

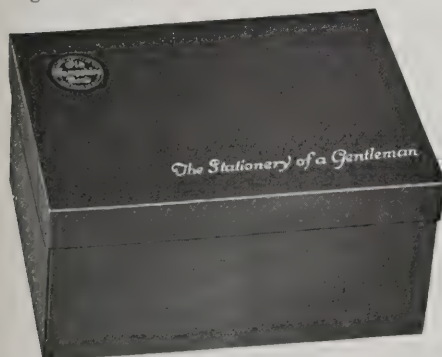
In a single month recently one hundred and eighty-three Linotypes were shipped from the Mergenthaler factory, in Brooklyn, to printers and publishers in various parts of the country.

Included among the concerns to which these machines were sent are: The Patterson and White Company, Philadelphia, two Model 8's; the Caustic-Clafin Company, Boston, three Model 8's; The Daily News, Indianapolis, two Model 8's and one Model 9; the J. B. Lippincott Company, Philadelphia, two Model 8's; the Cleveland Publishing Company, Cleveland, Ohio, one Model 8, one Model 14 and five Model 5's; Edgar R. Lafferty, Richmond, Va., three Model 8's; the Gannett Publishing Company, Waterville, Me., four Model 8's.

Hampshire Paper Company Opens Printers' Advertising Campaign

The Hampshire Paper Company's direct mail advertising campaign for printers has opened with the mailing to printers all over the country of a wallet containing twelve very attractive Old Hampshire Bond sample folders with envelopes to match, together with an instruction card and order book. These are designed for distribution by printers each month. The scheme is comparatively simple, but if followed in an enthusiastic way, it should bring results.

These twelve monthly eight-page folders are printed in three colors and are very attractive in design and copy. Each month they will be printed on a different color of Old Hampshire Bond and will be distributed to the printers with their imprint, who will in turn send them out to the consumer every month just the same as a house organ. The Hampshire Paper Company plans in conjunction with this to get out a series of very fine books dealing with the subject of better letters and their uses. This whole campaign will also be re-enforced by strong trade paper and national magazine advertising, which will undoubtedly help in putting it across.



Old Hampshire Cabinet

Dexter Folder Company Opens St. Louis Office

The Dexter Folder Company announces the opening of a new sales office and service department at Railway Exchange Building, St. Louis, Mo.

The new office is under the management of E. L. Arey, who has been connected with the sales force at the Dexter company's New York office for the past several years.

Mr. Arey's contact with every phase of the printing industry has given him a very complete knowledge of the requirements and problems that confront the printer and binder.

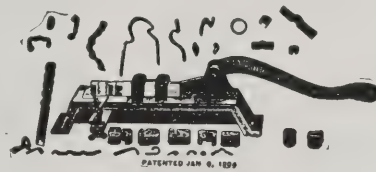
The Dexter Folder Company will station service men at the new St. Louis branch for handling the erecting and general supervision of all Dexter equipment in that section.

The new branch covers Iowa, Kansas, Missouri, Nebraska, Colorado and South Dakota.

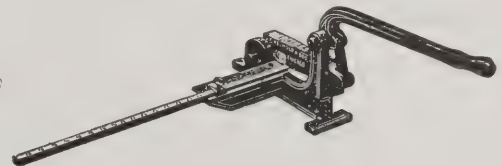
The Carpenter Paper Company of Montana, and the Lincoln Paper Company of Lincoln, Nebraska, the interests of which firms are identical with the Carpenter Paper Company of Omaha, have been appointed Eagle-A Service Houses.



E. L. AREY



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine

2 Pt. Medium

2 Pt. Coarse

2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth

12 Tooth

8 Tooth

18 Tooth

PRICES

Soft
2 Pt. at 20
3 Pt. at 25

Hard
25
30

Bright and Hard
30
35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

Linotype Composition for the Trade

Chicago Typesetting Company

Phone
Harrison
883

We make a specialty of making up
Newspapers, Periodicals, Catalogs
and Books for press or electrotper

We are prepared to give the
highest quality of work.

DAY AND NIGHT SERVICE

Fourth Floor 727 S. Dearborn St.

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging { Hangers
Maps
Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.
PHONE MAIN 621-2503

"Business Is 'O. K.," Says Savory

THERE is every reason to believe in the business conditions of the future, and no reason to fear the temperamental ebullitions that we see here and there. This is the consensus of opinion of the publishers I saw, and I agree with them."

This is the message Walter H. Savory brings, after a trip that took him into practically every state in the union. It was a journey that occupied six months in time, and in



WALTER H. SAVORY

extent covered every section of the country, practically every metropolis, and scores of cities and towns representative of the various interests of the entire country, from north to south and from ocean to ocean.

Mr. Savory, who is the personal representative of the general manager of the Mergenthaler Linotype Company, has been observing conditions, and barometric business fluctuations with a good deal of natural interest.

"Only in spots," said Mr. Savory, "and very small spots, at that, did I observe any degree of pessimism. In some places advertising is rolling in in such volume that it has been necessary to curtail the percentage of reading matter far beyond the generally accepted standards. In Illinois I counted 282 columns of advertising in a single issue of a famous evening paper—and it was just a regular, routine edition, no stunt, no celebration, nothing going on in that city to produce abnormal business that day. In another city, situated in Ohio, I found 129 columns in one issue.

"The Pacific slope is booming in spite of a winter with double the normal amount of rainfall, and in spite of killing frosts which ruined millions of oranges and lemons in the southern section. I did not discover any sign of weakness there. There, too, the advertising is so great that in many cases it exceeds fifty per cent of the entire space on occasion, and at least once I found a case where a single issue ran to 75 per cent of advertising.

"The central states are feeling the rise to a reasonable level in the price of corn. When it was down to 17 cents things looked pretty blue, and the newspapers shared the general depression; but now that it has reached 40 or 50 cents, the farmer can get by and make a little money. The outlook for the new crops is good, and newspaper people all say the outlook for foreign contracts the rest of the year is excellent."



THE CRAFTSMAN

ANOTHER new idea being issued as a part of the Franklin Printers Service—and an instantaneous hit

The greatest typographers will contribute their best efforts to The Craftsman

☐ Nothing else just like it

A sample copy and full particulars sent to established printers making the request on their own stationery

The PORTE PUBLISHING CO.
Salt Lake City, Utah

The FUCHS & LANG MFG. CO.

Reputation—The estimation in which a person or thing is held by others.—STANDARD DICTIONARY.

Rutherford 40 Black Ink

owes its success to the reputation it has with printers as a general purpose black.

Sells for 35 cents per pound in lots of 25 pounds.

Your order will be shipped promptly

THE FUCHS & LANG MFG. CO.

Makers of
Fine Printing and Lithographic Inks
Machinery and Supplies

119 WEST 40th ST. N.Y.
120 WEST ILLINOIS ST. CHICAGO
142 NORTH 4th ST. PHILADELPHIA



Mill Overruns Reduce Printing Costs

Every time a mill overruns on an order, it means

Just this---

Someone gets high-grade printing papers at greatly reduced prices.

*We are distributors
of Mill Overruns
and odd lots*

You can increase your profits by taking advantage of our offerings of Book Papers---all grades.

Fort Dearborn Paper Co.
319 North Wells Street
CHICAGO

Telephone Main 0703

HARRIS & WALKER

Bookbinders and Finishers

TO THE PRINTING TRADE

INDEXING
DIE CUTTING
NUMBERING
PERFORATING
SCORING
CREASING
PUNCHING
EYELETING
ROUND CORNERING
WIRE STITCHING

Prompt Service at Right Prices

Telephone Franklin 2101
167 W. Monroe St. Chicago

Linotype Composition for the Trade

OUR PRICES ARE ABOUT 20%
BELOW CHICAGO RATES

Work handled promptly and satisfactorily
Send for specimen book and prices

Lafayette Typesetting Co.
(Incorporated)
225 N. 5th, LAFAYETTE, IND.

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

Why Calendar Advertising Pays

Continued from Page 24

home. The calendar is equally valuable to the firm who is advertising to the large buyer, the jobber, the manufacturer or the retail dealer. The calendar, if it is preserved, serves as an introduction and a continuous advance card to remind the buyer of the advertising that a salesman is coming, and when the traveling salesman comes around he comes as an old friend. Furthermore, in cases of concerns that have no regular time for buying, the calendar serves as a reminder at the moment when the order is to be placed.

It must be remembered that, notwithstanding all I have said about calendar advertising, no advertising is either self-acting or self-starting. In spite of all its good qualities, there is much calendar advertising wasted.

The reason why so many calendars miss the mark is that the man who distributes them often fails to impress the recipient with the importance of the picture used for illustration. If care is used in the selection of a calendar suitable for the particular purpose for which it is being distributed, and proper methods are used in the distribution of the calendar, there is no question about its being appreciated and preserved, and if it is preserved it will accomplish the purpose for which it is sent, that of building good will.

The Gerlach-Barklow Company has customers who send calendars to big buyers, and they don't hesitate to have calendars made up so fine that they are sure to be preserved. Some of them cost from \$1.00 to \$2.00 each. That kind of advertising is never thrown away. It is always preserved, and by the man to whom it is sent.

After all, calendar advertising is like any other advertising, it pays if it is used properly. It is one of the most logical methods of good will building now in use, and as long as time lasts, calendars will be good advertising, and calendar advertising will pay.

Printing Students Take Easter Trip

TWENTY-SIX members of the Graphica, the student organization of the Department of Printing and Publishing, Carnegie Institute of Technology, Pittsburgh, Pa., spent their Easter vacation on an extensive inspection trip. The party was away from April 5 to 15 on a tour that covered Springfield and Holyoke, Mass., New London, Conn., New York City, and Philadelphia.

Some of the largest plants in the country were visited by the students, the variety of interest touching about every phase of work included in their course of instruction at Carnegie Tech.

Nearly all of the expenses of the trip were met through the efforts of the Graphica Club during a preceding Christmas card campaign.

The printing and publishing course at Carnegie Tech is one of the most thorough and elaborate given in any technical college. The regular day course extends four years, leading to a degree of Bachelor of Science in Printing.

The regular course in printing is planned primarily to train men for executive positions in the printing industry. The unusual educational background afforded the Department of Printing, and the content of the courses of study, have led the United Typothetae of America to select it as their official technical school of printing.

Ben Franklin Paper Co

DANA T. McIVER
President
BOB W. ANDERSON
Vice-President

116 So. Michigan Boulevard

Telephones Randolph 0248-0249

High-Grade Book Papers

Telephones Randolph 0248-0249

Ben Franklin Paper Co

116 So. Michigan Boulevard
CHICAGO

Chicago Sales Agents for

Clarke & Company
225 Fifth Avenue New York

There is Satisfaction

In knowing that your type is being
set by composition firms who

Know their costs---

Eliminate much of the overhead of
bad debts through the use of efficient
credit and collection service---

Are pledged to the observance of an
organization code of ethics than
which there is no higher code in the
business world---

have dedicated their plants to the
proposition of

Service

Those are four of the things you
know when one of the following trade
composition houses is handling a job
for you:

UNION SHOPS

American Typesetting Corporation.....123 W. Harrison St.
A-to-Z Typesetters.....117 N. Wells St.
Englewood Typesetting Co.....540 W. 63rd St.
Kerr-Simons Typesetting Co.....732 Sherman St.
M. & L. Typesetting Co....4015 Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Moeller Typesetting Co.....162 W. Austin Ave.
Standard Typesetting Co.701 S. LaSalle St.
Superior Typesetting Co.....732 Federal St.

OPEN SHOPS

A. R. Buckingham.....15 S. Market St.
Chicago Typesetting Co.....727 S. Dearborn St.
Empire Typesetting Co.....222 W. Ontario St.
Kilgore Linotyping Co.....326 W. Madison St.
S-K-H Typesetting Co.....149 W. Ohio St.
Smith-McCarthy Typesetting Co.....
.....637-641 S. Dearborn St.
Trade-Shop Typesetters.....218 S. Clark St.
Woodlawn Typesetting Co.....1221 E. 63rd St.

*They're members of the Trade Composition
Association of Chicago, a branch of the Frank-
lin-Typothetae — Guarantee enough!*

New Lines Recently Added

ANTIQUARIAN COVER

Antique—Ripple Finish
2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER

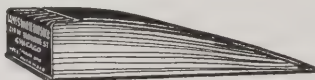
Vellum Finish
1 SIZE—2 WEIGHTS—9 COLORS

PATRICIAN COVER

Crash Finish
2 SIZES—2 WEIGHTS—8 COLORS

LODESTONE COVER

2 SIZES—5 WEIGHTS—7 COLORS



REG. U. S. PAT. OFFICE

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

M. Goldschmidt & Co.

PRINTING PRESS EQUIPMENT

—FURNISHED AND INSTALLED—

GENERATORS
MOTORS

{ Bought
Sold
Rented
Exchanged

ARMATURES
STATORS
ROTORS

{ Rewound

COMMUTATORS
COILS
CARBONS

{ Made

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

Repairing Printing Machinery

THE printing industry, like almost all other trades and vocations, has passed through an exceedingly critical period, and even now, though there are welcome signs of recovery, is still in a state which the most optimistic could scarcely describe as satisfactory. It is therefore incumbent upon all interested in this industry to scrutinize closely every means whereby economies may be effected. But nowadays, when organization, system and method may almost be ranked with the fine arts, it is difficult in so many words to indicate precisely in which direction substantial saving may be sought. It is easy to talk effectively, but quite another matter to put forward a scheme whereby working costs may be reduced.

Nevertheless, there is one department in which money can be saved without impairing the efficiency of the work done, and that is in the maintenance and repair of plant and machinery. Hitherto, many firms have been content to follow tradition in this matter, to employ methods which have been used since the advent of machinery, without troubling to find out later methods, evolved by indefatigable scientific research; or, if they were aware of the remarkable progress of invention and discovery, without bothering to adopt a newer and better system. Too often they have regarded the process of "scrapping and replacement" as inevitable, as the only means whereby disabled machinery could be restored to commission.

Now this is entirely erroneous. First of all, replacement is not a repair at all, but the purchase or part-purchase of a new whole; secondly, it is uneconomical because it does not restore mechanical devices as efficiently or cheaply as may be done by other methods; thirdly, it does nothing at all to recondition the whole unit, being, as one might say, entirely local in its application. A repair means the treatment of the original fabric in such a manner as shall return it to full service, equal to new.

Now, if it is realized that the commonest cause of disablement is sheer wear-and-tear, we shall see that the substitution of a new component or member leaves a hundred worn parts untouched, and ready at a moment's notice to develop trouble. The remedy, therefore—the sole remedy—lies in the adoption of scientific welding in the repair of all machines fabricated of any of the industrial metals.

It is impossible in a short article to deal exhaustively with a scientific subject, and it is almost equally difficult to indicate its scope and utility relative to any special trade. As regards printing, there is scarcely a member or component of any device used in the printing trade, constructed of cast-iron, wrought-iron, cast-steel, alloy steel, aluminum, brass, bronze or gunmetal, which, whatever its condition, cannot be rapidly, efficiently, economically, and permanently repaired by the employment of scientific welding, at a cost which is usually a small fraction of the charge made for replacement, and generally in a few hours.

These are broad claims, but we hasten to point out that practically all reputable firms are willing to guarantee 100 per cent efficiency in 98 per cent of accepted repairs. This, we assert, fully substantiates our statement, and affords proof positive of welding efficiency. But, as there exists a good deal of misapprehension in regard to welding practice, we must take this opportunity to emphasize the importance of trusting metallic or mechanical reconstructions only to those who specialize. One hundred per cent efficiency in the machine is only produced by one hundred per cent efficiency in the man. Welding is an exceedingly scientific and highly technical process, and reliable repairs demand the services of an expert metallurgist, who has made the high-temperature treatment of

industrial metals, by any of the half-dozen existent processes, his special study. He in turn must have at his disposal operators of unimpeachable skill, experience, and ingenuity, and workshops and laboratories replete with innumerable contrivances, including X-ray apparatus, Coolidge tubes, photo-micrographic appliances, and many devices required in applying chemical and physical tests.

By way of warning machinery owners against the employment of unqualified craftsmen, we would point out that every year thousands of pounds' worth of valuable plant is destroyed by incompetent and untrained welders, whose self-confidence is their only asset. There are some thirty well-known defects discoverable in the work of "amateur" welders—each of which is sufficiently serious to impair the efficiency of a mechanical unit. Unfortunately, most of these faults are not externally visible, and can only be detected by laboratory and workshop tests—and, of course, ultimately under working conditions. The presence of these defects means that the period of utility of any machine is exceedingly limited, while its capacity output is materially reduced.

A good machine is like a good horse—it needs good treatment. It is easy to spoil and difficult to build up. Sound welding means substantial saving; unsound welding means bad work, danger to life, and a highroad to the bankruptcy court. In other words, welding must be scientific if it is to be of any service to the machinery owner and user.—C. W. Brett, in *The Caxton Magazine*, London.

Ten Helps for Slack Job Periods

TEN novel plans for preventing unemployment in individual factories and for relieving it where it has occurred, have been reported to the President's Conference on Unemployment as being among those which promise the most help during industrial depression. Summarized, they are:

1. Part-time work through reduced time or rotation of jobs.
2. Manufacturing for stock.
3. Making repairs and improvements to plant.
4. Simplification and mass production.
5. Reduction of prices to represent replacement values in terms of efficient production and distribution costs plus a reasonable profit.
6. Wider tolerances in order to permit price reduction.
7. Local community improvements to keep men busy.
8. The use of factory employment departments to obtain for their employes outside work or work in neighboring communities.
9. Distribution of aid by factory benefit societies.
10. Estimating and planning production far in advance to secure uniform production and employment.

These are only skeleton outlines of courses of action taken to overcome local unemployment conditions, but they have proved most successful in some of the biggest concerns in the country.

BEN FRANKLIN MONTHLY,
440 S. Dearborn Street, Chicago.
Gentlemen:

March 10, 1922.

After spending an hour reading the BEN FRANKLIN MONTHLY at my home last night, I am going to take just a little time to tell you how well pleased I am with its general appearance.

The makeup of the magazine throughout has improved wonderfully in the recent issues and I believe your March number beats them all. Keep up the good work.

Yours very truly,

BEN C. PITTSFORD,
Ben C. Pittsford Company.

Over 10,000 Jobs Turned Out Last Year

and not one single piece of type, border, slug, rule or lead used a second time! The entire output of our plant was composed of absolutely new material.

Every printer knows that the use of new material is a most valuable aid in reducing the amount of time spent in make-ready and in getting a job through the pressroom. Newly-cast type produces results which are far superior to those obtained from used foundry type. "The Standard Way" is not only the most economical; it is also the best.

"THE STANDARD WAY": A method of producing composition, either on the galley or in madeup form, whereby the output of Linotype, Monotype and Makeup Departments, either singly or combined, is so handled as to result in perfection of product at the lowest consistent cost.

Standard Typesetting Co.

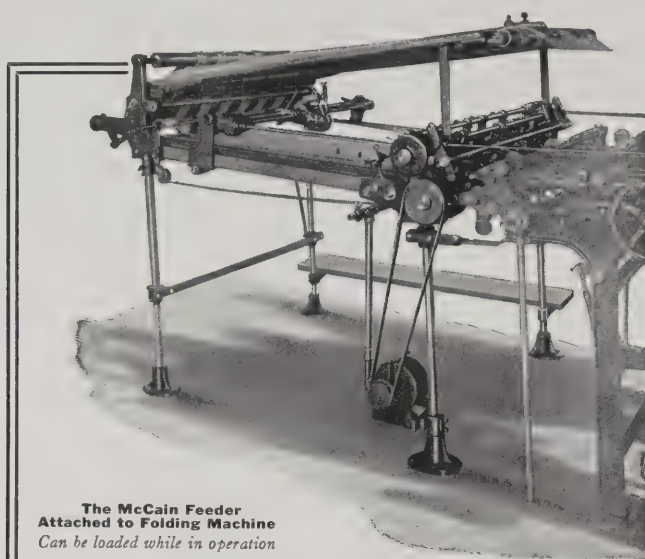
Chicago's Composing Room

Monotype Composition
Linotype and Makeup

701-03 South La Salle Street
CHICAGO, ILL.

Phones Harrison 3570-71-72

We want you to have our "Specimen
Book of Type Faces"—Ask for it



The McCain Feeder
Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company

29 South Clinton Street, Chicago, Illinois

*Linotyping
Monotyping
Type in Cases
Makeup, Lockup
Leads and Slugs
Quads and Spaces
Rules and Borders
Day and Night
Auto Delivery*

Kilgore Linotyping Co.

531-532-533 Hearst Building

Market and Madison Streets

Chicago

Telephone Franklin 3091

Cured by Advertising

ADVERTISING during periods of lessened demand has proved to be one of the chief means of reducing seasonal unemployment, today a most serious handicap to American industry. Hundreds of thousands of men are laid off annually in the various trades because the sale of goods which they produce is limited to certain months.

The President's Conference on Unemployment, in its efforts to formulate plans for reducing nation-wide joblessness, has found American resourcefulness already mitigating this evil. Inquiries have brought to light, for example, that one New York company, which does a large business in dried fruit, by advertising to the consumer has lengthened the season for eating its products.

A Cleveland firm manufacturing men's clothing, in which the styles fluctuate by seasons, has kept up continuous production by standardizing its products and advertising inducements to retailers for accepting deliveries over an extended period, instead of only at the opening of the season.

Another Ohio corporation which makes women's clothing has achieved the same results. It makes models according to carefully laid plans, and by advertising has inspired retailers with confidence in its judgment as to the goods and the seasonal demand for them.

A Rochester men's clothing factory fills in dull periods between seasons by making a stock of conservative models, and advertising mid-season sales at low prices.

Pennsylvania manufacturers of glass, formerly a very intermittent industry, have stabilized considerably by lowering prices of goods ordered at certain seasons, and advertising this reduction. Customers have taken advantage of this cut, thus spreading work over the entire year and enabling the makers to keep on their employees.

In Brooklyn a shoe corporation employing thousands now advertises throughout the year instead of only in season, and has induced its customers to co-operate by placing orders when the firm most needs them. They also advertise a staple shoe not subject to seasonal demand, which helps the retailers, as well.

Permanent Linotype Exhibit for Columbia University

THAT students in the Pulitzer School of Journalism at Columbia University may have a more definite idea of what happens to newspaper copy in the interval between the last sad click of the Underwood and the first dulcet tones of the newsy on the street, an interesting exhibit has been prepared and contributed by the Mergenthaler Linotype Company with the co-operation of *The New York World*.

The exhibit consists of an eight-column form of type-matter locked in a regular newspaper chase, a stereotype mat made from the form, a curved plate made from the mat, and a framed printed specimen of the page itself. The page is a composite rather than a representative one, that the students may be made acquainted with the most approved ways of handling various kinds of newspaper matter—and with the fact that virtually all sizes and kinds of composition are now being produced by machine.

Several different showings of display heads are featured—heads set, for the most part, in lower-case rather than in caps, and attention is directed to the gain in legibility. Some two and three-column display ads are carried, as well as several single-column theatrical notices. The body matter is composed in seven-point Century Bold.

Who and What Is Ben Day?

BEN DAY invented a process for tinting drawings and printing plates, and for forty-three years his short but full name has been used to identify his process.

Ben Day*, then, was a man, and Ben Day is a part of the technique of making engravings.

While the art resources at the command of the advertiser are now very rich and diversified, the principal demand is for strong, clean and simple effects that can be quickly and easily produced and that are certain as to printing qualities.

In this department, Ben Day rendered a notable service when he invented and made the tools by which an engraver can get uniformly shaded or textured areas in a printing plate with the minimum of hand work and with scarcely anything but a suggestion on the part of the artist.

The Ben Day process is really a matter of printing on an engraving before the plate is etched. Suppose your artist has a drawing that requires a background of uniformly spaced lines or dots. To draw these lines or dots with mathematical accuracy is a very tedious and costly job. But backgrounds of lines or dots are universally useful, and the Ben Day process makes it possible to get them in a simple and inexpensive manner, and with perfect accuracy, by means of a flexible gelatin film, upon one side of which the lines or dots have been produced in relief. Such a film needs only to be properly inked and imprinted by pressure on the part or parts of the plate on which the background or design is required. This imprinting can be exactly regulated because the film is transparent and by the pressure of a stylus or a roller the transfer of the Ben Day film design can be adjusted to any irregular area or to the entire surface of the plate. The acid resisting ink so transferred to the metal plate protects the imprinted parts during the etching operations and leaves them in relief so that they print on the paper when the plate goes to the press.

This is practically all there is to the Ben Day principle. There is a wide variety of patterns. The films are to the artist and engraver what type is to the printer. With careful use they last a long time and can be worked in countless combinations.

Naturally the results from Ben Day films, like the results from any other fine tool, depend entirely upon the operator. A good Ben Day man can take a simple outline drawing and by the artistic use of various screens or films, together with great skill in making his transfers, produce a printing plate that will give many color values, great depth, remarkable decorative qualities and splendid printing results. While this process is primarily valuable for the development of plates for rapid printing on common paper stocks, it has important artistic possibilities for all who understand its full range of combinations.

—The Bureau Lens, Bureau of Engraving, Minneapolis.

*Born in New York City, 1838; son of Benjamin H. Day, founder of the New York Sun; died at Summit, N. J., August 30, 1916. Studied art in Paris: was illustrator on Frank Leslie's and Harper's from the late 60's to 1880. Invented Ben Day process in 1878.

February 14, 1922.

BEN FRANKLIN MONTHLY, Chicago.

Gentlemen:

I have before me February number of your good paper. I see a great improvement.

I wish your magazine great success and prosperity; its promoters, also.

Cordially yours,

NORMAN T. A. MUNDER.

PERFORMANCE

That's The Big Thing With

TRIMOSAW



SAWS
TRIMS
MITERS
JIGS
BROACHES
ROUTES
DRILLS

*And Does Each Operation
Easily, Quickly and with
Perfect Accuracy.*

No other Printer's saw can compare with Trimosaw when it comes to practical, every-hour-in-the-day operations.

It has so many time and labor saving uses, performs each task with such remarkable ease and efficiency, and is so quickly and easily changed from one operation to another, that it will immediately establish itself as one of the most important pieces of equipment on your floor.

USERS WILL TELL YOU

That Trimosaw is the most practical composing room saw and trimmer on the market today—that its wide range of performance puts it in a class by itself.

The enthusiasm with which Trimosaw has been received by the printing industry is interestingly reflected in "Proof from Printers"—a little volume in which users tell, in their own words, what they think of it. Before you buy any saw, learn what Trimosaw is doing for others. The book will be sent for the asking, without obligating you in any way. Use the coupon, or say "Send 'Proof from Printers'" on a postcard.

HILL-CURTIS Co.

MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881

KALAMAZOO MICHIGAN

REPRESENTATIVES

CHICAGO—(E. T. FURLONG 5452 No. Paulina St.
(F. J. FURLONG 5001 No. Ashland Ave.
NEW YORK—E. E. CLARKE 7-11 Water St.
BALTIMORE—T. L. GIRARD 413 E. Baltimore St.
OMAHA—W. B. BENSON & CO. 310 So. 12th St.
MINNEAPOLIS—PRINTER'S SUPPLY CO. 306 So. 6th St.
BOSTON—H. C. HANSEN TYPE FOUNDRY 190 Congress St.
MILWAUKEE—MILWAUKEE PRINTER'S ROLLER CO. 214 No. Greenbush St.
SAN FRANCISCO—WM. GRISWOLD 151 Minna St.

Exclusive Selling Agents for Canada

TORONTO TYPE FOUNDRY COMPANY

TORONTO—MONTREAL—WINNIPEG—REGINA

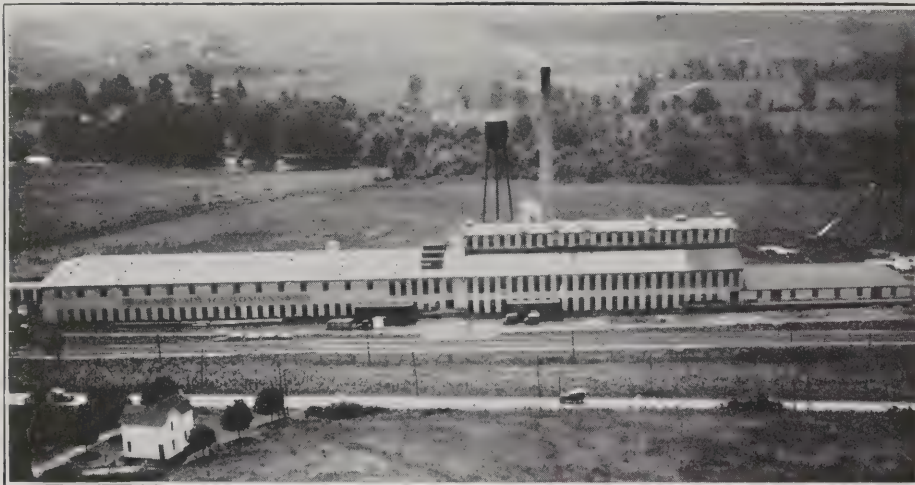
Hill-Curtis Co., Kalamazoo, Mich. 52

Gentlemen:—Please send copy of "Proof from Printers", without obligation.

Firm Name _____

City _____

State _____



*This is the home
of the Rex Paper
Company,
Kalamazoo,
Mich., Makers
of fine printing
papers, as seen
from an
airplane*

Pride of workmanship makes the Rex quality so apparent in all printing papers the Rex Paper Company produces. Each paper maker in the above mill is proud to be associated with the Rex Company for each knows only the best of everything is used in the manufacture of Rex papers and Rex quality—his individual workmanship—will be recognized by any user of Rex papers any place.

Rex Paper Company, Kalamazoo, Mich.

Manufacturers of OFFSET AND COATED PAPERS

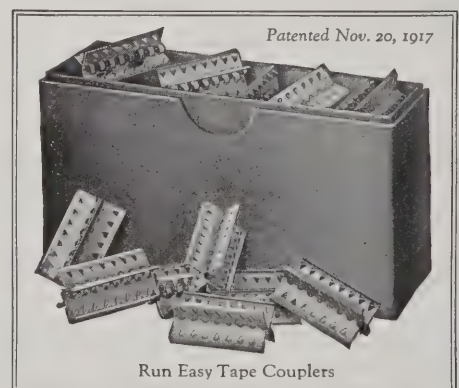
Made Especially for Users of Red-Line Tape

Run Easy Tape Couplers

A POSITIVE mechanical device for securely connecting the ends of tape to prevent wear on the jointed parts. The *Run Easy* Tape Coupler is the most efficient and dependable device for this purpose. Can be put on in a few seconds by means of Parallel Pliers made for the purpose. *Run Easy* Metallic Tape Couplers are made in the following sizes, 50 in a box:

$\frac{3}{8}$ inch	$\frac{5}{8}$ inch	$\frac{7}{8}$ inch	1 $\frac{1}{8}$ inch
$\frac{1}{2}$ inch	$\frac{3}{4}$ inch	1 inch	1 $\frac{1}{4}$ inch

USE SMOOTH-JAW PARALLEL PLIERS FOR BEST RESULTS



Run Easy Tape Couplers

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

Senate Changes in Tariff Bill Affect Printing Duties

THE Senate Finance Committee has made the following changes in Tariff Bill H. R. 7456 as passed by the House of Representatives: Paragraph 1310 has been amended to read:

"Books of all kinds, bound or unbound, including blank books, slate books and pamphlets, drawings, engravings, photographs, etchings, maps, charts, music on books or sheets, and printed matter, all the foregoing not specially provided for, if of bona fide foreign authorship, 15 per centum ad valorem; all others, 25 per centum ad valorem; books bound wholly or in part in leather, the chief value of which is in the bindings, not specially provided for, 45 per centum ad valorem."

On the free list there have been put maps, music, engravings, photographs, etchings, lithographic prints, bound or unbound charts and unbound books which have been printed more than twenty years at the date of importation; books which have been printed and bound more than twenty years at the date of importation; books and pamphlets printed wholly or chiefly in languages other than English.

Our main concern is with paragraph 21310. Under the present act the rate of duty is 15 per centum ad valorem. This was raised to 20 per centum in the House Bill and has now been raised to 25 per centum in the Senate Bill. The Senate bill is on the basis of foreign valuation. There is a controversy going on between the Senate and the House as to which valuation should finally be accepted. Just at present the 25 per centum ad valorem foreign valuation as set out in the Senate Bill affords the highest amount of protection so far given to the printing industry.

Chamber of Commerce Points Out Advantages of Standardization

IN A BULLETIN of the Fabricated Production Department of the U. S. Chamber of Commerce, the advantages of standardization and simplification have been summed up as follows:

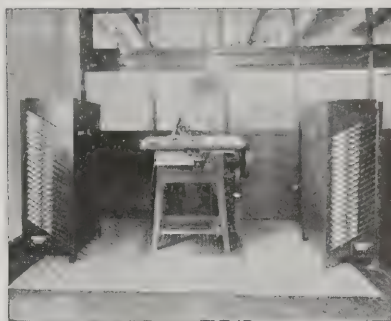
Gains to the Manufacturer: 1, Less capital tied up; 2, more economical manufacture; 3, more efficient labor; 4, better service to the trade; 5, more efficient sales force; 6, increased rate of turnover; 7, intensified sales momentum; 8, easier financing; 9, fewer factory shut-downs; 10, decrease in number of production processes.

Gains to the Wholesaler and Retailer: 1, Increased rate of turnover; 2, decreased capital investment; 3, less stock depreciation; 4, decreased overhead; 5, increased consumption; 6, better service.

Gains to Consumer: 1, Better prices; 2, better and more uniform quality of product; 3, better and speedier service.

Applying the above to the paper, printing and publishing industries, the purpose of the Committee on Simplification of Sizes of the Bureau of Standards is to find out whether such a minimum range of sizes of paper can be determined upon as to be interchangeable among all classes of consumers.

Such a program as has been entered upon by the Bureau of Standards will obviously result in: 1, Straighter line production because of more continuous operation of all paper and printing machinery; 2, less capital investment and more rapid turnover for all interests involved; 3, stabilization and broadening of markets for paper, printing and publishing by reason of lower costs and, therefore, lower selling prices; lower prices resulting in a more rapid sales flow throughout the entire range of these associated industries.



The natural, fast way for display composition

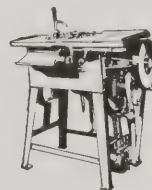
The Ludlow is a complete system—direct, simple and natural—with which the compositor sets and casts new display typefaces in quality slug form.

It provides an unlimited quantity of display lines in always-new typefaces. It maintains all the artistry and flexibility of single types, without the difficulties and limitations of either keyboard or storage systems.

The system consists of Ludlow brass matrices, Ludlow composing sticks, Ludlow steel matrix cabinets and the Ludlow Typograph—a simple automatic casting machine.

Speed is a natural, inherent characteristic of the Ludlow. From the setting of the easily handled Ludlow brass matrices to the making-up of the all-slug form, the Ludlow method is direct and simple—therefore fast and economical.

Ludlow typefaces include regular, condensed, bold and extended faces in roman and true-cut, unbreakable italic. More than two hundred fonts for selection—from 12 point all the way up to and including 60 point.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

The Ludlow is a system for display composition on slugs—12 to 60 point.

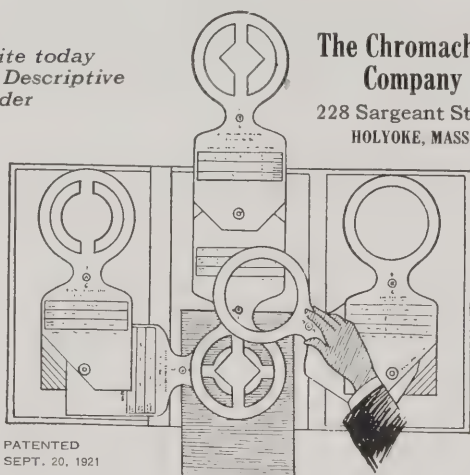
LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Color Printing Pays

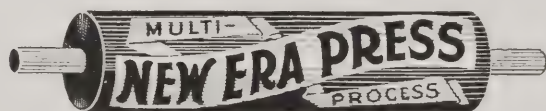
HERE is just the color chart you need to help you plan and apply snappy and attractive color combinations to your printing. Note how you can try out the colors on your stock; saving hours of pressproofing time.

All printers, advertising men and artists should have one for constant reference. It will save you time, money and effort and teach you the principles of color harmony as applied to printing and advertising.

Write today
for Descriptive
Folder



PATENTED
SEPT. 20, 1921



The Fastest Flat Bed and Platen Presses on the Market

7,500 Impressions Per Hour

THE "New Era" Multi-Process Press is a high speed, flat bed and platen press with an intermittent web feed.

Delivery-slit and cut into sheets or rewind attachments for perforating, punching, tag re-enforcing, eyeletting, numbering, etc.

Once through the press completes the job.

NEW ERA MFG. COMPANY

390 Straight St., Paterson, N. J.

Printers' Dermatitis

INCLUDED in the members' circular of the British Industrial "Safety First" Association is a special reference to dermatosis, as affecting printing machinists. This states how considerable doubt has existed for some time with regard to the development of dermatosis amongst printers. In this connection a most careful inquiry has recently been held, and the conclusion arrived at is that the cause of dermatosis is rather the improper and too severe method of removing inks, than the inks themselves, that dry skins are more susceptible than oily skins, and that healing is retarded more by green and brown inks than by black. As a result of this inquiry the prophylactic measures recommended are:

(1) That lanoline or a mixture of lanoline and olive oil in equal parts be provided, and that before commencing work each employe be required to rub lanoline well into the pores of the hands and arms, wiping off the excess with a clean towel.

(2) That at the lunch period and at night employes be supplied with a mixture of sawdust moistened with liquid green soap, which, together with warm water, will readily remove the ink without injury to the skin. The application of oil may precede the sawdust and soap treatment.

The most successful treatment found during inquiry for skin lesions is the application of the following composition:

Zinc ore, pulverized and passed through a 100-mesh sieve, 3 parts; gelatine, 4 parts; glycerine, 5 parts; water, 6½ parts.

When completely melted, this should be about the thickness of a thick sauce or sticking paste. Paint over the part afflicted with a single layer of this paint, and before it has set tap lightly all over with a piece of absorbent wool, so as to form a kind of feltwork with the paint. No clothes must be put over it. More should be applied when it peels off until the treatment is completed.

—The British Printer.

Factory Lighting Discussed

SOME interesting recommendations regarding the lighting of printing plants are furnished by the *Caxton Magazine* from the report of the British government committee on lighting in factories and workshops.

After discussing the effects of glare, shadow, and flickering, the committee makes these recommendations:

Every light source (except one of low brightness) within a distance of 100 feet from any person employed shall be so shaded from such person that no part of the filament, mantle or flame is distinguishable through the shade, unless it be so placed that the angle between the line from the eye to an unshaded part of a source and a horizontal plane is not less than 20 degrees, or in the case of any person employed at a distance of 6 feet or less from the source, not less than 30 degrees.

Adequate means shall be taken, either by suitable placing or screening of the light sources, or by some other effective method, to prevent direct reflection of the light from a smooth or polished surface into the eyes of the worker.

Adequate means shall be taken to prevent the formation of shadows which interfere with the safety or efficiency of any persons employed.

No light sources which flicker or undergo abrupt changes in candle-power in such manner as to interfere with the safety or efficiency of any person employed shall be used for the illumination of a factory or workshop.

A reasonable time limit should be given before the above requirements become operative.



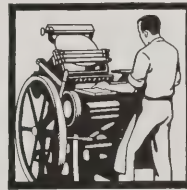
For almost 50 years the name HAMILTON on Printers' Furniture, Wood Type, etc., has been a guaranty of the *best* both in design and workmanship. Fifty years continually "at it" has taught us the "know how" which could be acquired in no other way, and our large output (we manufacture better than ninety percent of all such goods sold in the U. S.) insures a production at a cost which makes our sales price always reasonable, quality considered. *We know how! Ask any printer.*

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE



Cooper Black

Designed by OSWALD COOPER



A dominant type face
A bold Roman that is a genuine design
It delivers the message with
the convincing force of
powerful expression

Write for Specimen
 Showing Sizes 6 Point to 120 Point

Printercraft Illustrates
 Font & Designs and 8 Tint Blocks

BARNHART BROTHERS & SPINDLER

CHICAGO • WASHINGTON, D.C. • DALLAS • SAINT LOUIS • KANSAS CITY • OMAHA • SAINT PAUL • SEATTLE



Velvatoné Book

English Finish

A paper rendered distinctive by the super-excellence of its half-tone printing qualities.

Ideal for catalogs, text books, house-magazines, folders, circulars and numerous other uses.

Write for samples and quotations

**Parker, Thomas & Tucker
Paper Co.**

520-526 So. Canal Street

CHICAGO

Telephone Wabash 2630

Nickel Steel Printing Plates

High Quality

Quick Service

Lower Price

Nickel Steel Printing Plates are a combination of electrotpe and stereotype processes.

Printing surface is exceptionally hard and smooth, which guarantees long press runs with best impressions.

Ask for Sample and Prices

Advance Printing Plate Co.

Harrison 4760

CHICAGO

634 Federal St.

The World's Largest Print Shop

Continued from page 23

it to meet our special requirements. We are also beginning to manufacture many of the repairs and new parts required for much of our machinery, especially for our enormous equipment of type-setting machines.

During a year the Government Printing Office handles 85,000 separate jobs of printing and binding and the total output the last year, figured on a cost basis, reached close to \$13,000,000. We are now doing this vast volume of work, which is nearly double in value the output of ten years ago, with but a small increase in the number of employees. There are 4,161 employees on the rolls of the Government Printing Office today. This is a decrease of 294 from a year ago and 667 less than two years ago the same day.

The product of the Government Printing Office goes into every home in the land and into the hands of every man, woman, and child of America. For we print, not only the Congressional Record and speeches, but also millions of farmers' bulletins, educational and labor publications, all the postal cards (nearly a billion and a half of them yearly) and all the money orders, both forms and applications, for every post-office in the United States. Perhaps, when every home has its own radio equipment, we may go out of the postal-card business, but until then we will have to keep two big presses turning out at least 4,000,000 cards a day to meet the demands of communicative Americans.

The Modern Compositor's Tool Kit

EVERY good craftsman ought to have his own private set of tools. A tool kit indicates that the craftsman takes exceptional interest in his work, and in many instances during the course of a year the various tools will save time and labor. "A good workman is known by his tools."

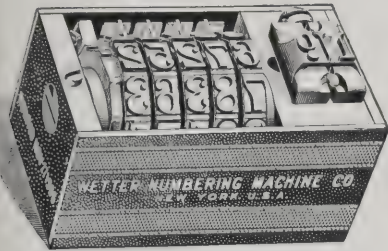
Strange to say, many compositors do not have their own tool kits, despite the fact that the few tools required by a compositor would cost only a comparatively small sum. Each compositor has his own ideas, of course, as to what his tool kit should contain, but several head compositors now working in large printing establishments have their own private sets of tools as follows:

- Medium size composing stick.
- Large size composing stick.
- Challenge type-high gauge, or
- Challenge pocket type-high gauge.
- Small pair of scissors.
- Pair of tweezers.
- Set of graters.
- Medium size L square.
- Type measuring line gauge.
- Folding rule, two feet long.
- Magnifying and reducing glasses.
- Set of composing rules.
- China mark pencils for writing on plated paper.
- Pocket size dictionary.

This kit of tools is kept in a drawer under or handy to the compositor's stand, and is regarded as the compositor's personal property. The utility of all the tools mentioned will be apparent to any practical printer.

If you want to give your typographer friend a present that will be deeply appreciated, give him a set of tools like those mentioned.—Robert F. Salade, in *The Printer's Album*, Challenge Machinery Co., Grand Haven, Mich.

Every
Impression
Profit



WETTER

NUMBERING MACHINES:

All Dealers
Sell Them
Send for Catalog

Wetter Numbering Machine Co. Atlantic Avenue and Logan Street Brooklyn, N. Y., U. S. A.

WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO.

PRINTERS' ROLLERS *and* Tablet Composition Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE GLOBE ENGRAVING & CO. ELECTROTYPE CO.

701-721 S. DEARBORN ST.

CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

THE NICKELSTEEL "GLOBETYPE"

used in every issue of Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.



Style 3-H

Designed for use in plants where storage facilities for a variety of different size galleys are used or to prevent large galleys sagging under load.

Universal Galley Cabinet

All metal construction. Brass number plates opposite each shelf. Built either with shelves flat for Linotype or on an angle for type. Finished in dark olive green enamel, baked on.

CHICAGO METAL MFG. CO.
216 W. Ontario Street Chicago, Illinois

Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

KRAUSE "YR"
UNIVERSAL MACHINE
A Little Bindery in itself
WILL DO ROUND CORNERING-PUNCHING-
EYE-LETTING-THUMB-HOLES-INDEX
CARD CUTS-ANGLE CUTS ETC.
A GOOD AND SMALL INVESTMENT
FOR EVERY PRINTER AND BOOKBINDER.
LARGE STOCK-PROMPT DELIVERY.
HOFFMANN TYPE & ENGRAVING CO.
114-116 E. 13TH ST. NEW YORK CITY.

Printing in South Africa Is Important

THE printing industry is now the seventh largest industry in South Africa. Vice-Consul Charles J. Pisar writes in a report to the Bureau of Foreign and Domestic Commerce. He says:

"There are at the present time 289 printing establishments operating in South Africa, about 50 per cent of which are small concerns situated in the country districts. Nearly every hamlet has a printing business of some sort and many of them issue newspapers. There are about 105 newspapers in the Union.

"The value of land and buildings occupied by this industry is \$3,772,000 and the value of the plants is \$3,095,000. The industry at present gives employment to 3,500 white men, 1,000 white women, 1,500 colored men, and 500 colored women—a total of 6,500.

"The value of printing paper used in the industry is over \$4,867,000 annually, practically all of which is imported. Other material used, such as ink, leather, etc., amounts to about \$365,000, the bulk of which is also imported.

"The annual output is valued at \$13,383,000. Of this amount, approximately \$4,867,000 consists of newspapers, magazines, and periodicals, and about \$8,516,000 represents commercial and other printing."

Fitness Tests for Compositors

HOW, out of a group of apprentices, are we to pick those who will make successful workmen in a particular trade? This is the question set in the latest report of the Industrial Fatigue Research Board of the City of London, England.

It is answered for the typesetting or composing industry in a manner at once ingenious and practical, says the medical correspondent of *The London Times*. The writer of the report, Mr. B. Musico, M. A., began his work by attempting to find out the qualities essential to a good compositor. He then devised a series of tests calculated to determine the presence or absence of these qualities in a man. Finally he applied his tests to a group of work people whose capacities were already known.

This "testing of tests" by practical experience revealed an average usefulness of about 80 per cent. That is to say, the workmen selected by the tests of good workmen were in fact the best compositors, those rejected were the poorest.

This is of great moment to employers, who frequently waste time and energy in training workers who have no aptitude or who possess positive disqualifications. For, as we now know, enthusiasm and physical health in an apprentice, while essential qualifications, are not enough. He must also be equipped with special abilities. Nor can any determination make up their absence.

In the case of the compositor, good sight, visual quickness—as opposed to sight—and a retentive immediate memory for words read are all of great importance. Possessed of these he is a quick and accurate worker; in their absence he is likely to be slow and inaccurate. The tests are designed to reveal the presence or absence of these qualities.

The Productimeter
5 6 8 7 3
MODEL 5 D 1
DURANT MANUFACTURING CO.
MILWAUKEE, WIS.
Plain Figures Sure Action Long Life Instant Reset
A Counter you can count on!
DURANT MANUFACTURING COMPANY
1167A 617 Buffum St., Milwaukee, Wis.

CHAS. H. COLLINS

Representing

American Assembling Machine Co., Inc.
Berry Machine Company
George Sague
Ward & McLean

501 Plymouth Court
Phone Wabash 5190
Chicago, Illinois

Selling

Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)
Rowe Straight Line Trimmer
(25,000 3/4" books trimmed per hour)
Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)
American Looping Machine
(Punching & Looping with twine—One operation)

NUZUM ELECTROTYPE COMPANY

FORMERLY LAUDON-NUZUM

ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES

340-346 JEFFERSON STREET

MILWAUKEE, WIS.

PHONE BROADWAY 1279

MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers
STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

GLUING, GUMMING—Labels of all kinds
DIE CUTTING—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPPLING—ROLLER EMBOSSING

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

MARINE BOND

(WATERMARKED)

has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.

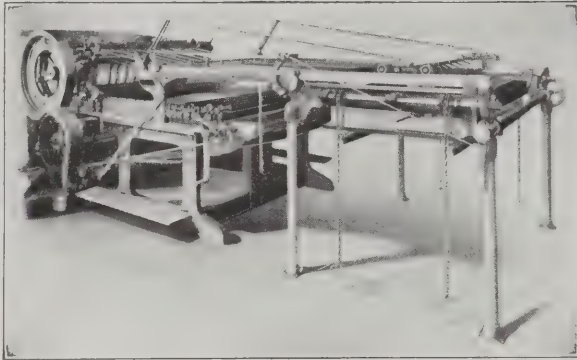
Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22 x 34, 24 x 38 and 28 x 34.

SWIGART PAPER CO., 653-707 S. WELLS STREET

PHONE HARRISON 1155

SALE

46 x 62 - Inch Used Miehles



These used Style 4-0 Miehle Presses now in use in Chicago, on 3 and 4 color work. Modern style, numbered over 6800. Equipped with Miehle Extension deliveries. D. C. Motors, Rouse Paper Lifts and Rouse Register Sectional Blocks for sale.

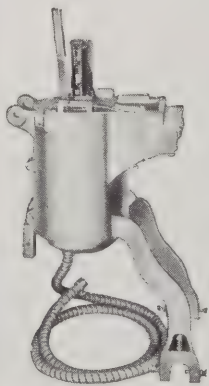
We sell a complete line of New, Overhauled and Used Equipment.

Wanner Machinery Co.
716 S. Dearborn St. CHICAGO, ILL.

Cline-Fortified

Interchangeable

Electric Melting Pot



Provides a perfect and automatic system of heat control.

Fits any standard typesetting machine.

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

Foreman Conferences Successful

Continued from Page 30

The association is making no effort to persuade or induce any foreman or other supervisor to enlist in these conferences. The service is placed at the disposal of those who are interested—it may be taken or left according to the will of the individual. Conferences of this type have met with the approval and support of foremen elsewhere and the association has no reason to believe that other than a similar attitude will be expressed by the foremen in the printing industry in New York.

Meetings are held at Association Headquarters, 17th floor, Printing Crafts Building, Eighth avenue and 34th street. They occupy from one and one-half to two hours' time at the close of the day according to the will of group members. Starting time is regulated entirely by the members of each group and suits the convenience of the majority. An effort is always made to close the meeting in the early evening, thus giving the men opportunity to return home at an early hour.

The association is setting up a continuous program. The conferences outlined are not limited to a given number of meetings, but a sufficient number are taken to give a complete study of the foreman's job—the exact number will depend upon the group. The promoters of the conferences do not believe that foremanship can be "learned in twelve lessons" but on the contrary endorse the idea that the job is big enough to involve endless study and development.

In each case the groups make an analysis and outline of their jobs to which they may add or detract as the meetings progress but the job is not finished by a group until their own outline has been covered.

Occasional meetings are held which are general in their nature and comprise the combined groups. These meetings are for general get-together purposes and are addressed by experts in various branches of the printing industry or by prominent speakers upon general subjects of interest to foremen. These meetings are not a part of the conferences but are entirely supplemental thereto. They offer an excellent opportunity for the foreman to become informed beyond his immediate job and to get acquainted.

It is anticipated that as the work progresses that a need will become apparent for short courses in the technique of the printing trade that will be particularly adapted to foremen. The association is interested in developing such courses and invites suggestions of this nature. It is again emphasized here that the present conferences do not deal with the technical phases of the printing trade, they are concerned only with foremanship.

The association in setting up this program of conferences is not establishing a school for foremen. They are real get-down-to-business meetings which center around the job of a boss in the shop and in which every boss should find help. The work has the endorsement and co-operation of the Craftsmen's Club. It is a program of the foreman, by the foreman and for the foreman, for the good of the industry, and the association is firmly convinced that the active co-operation and acceptance of this activity by foremen, superintendents and contributing members will prove of inestimable value to the printing industry as a whole. Foreman conferences are not an experiment but have proven their success.

Read the Want Ads

Pull It---Crumple It--- Tear It---Test It--- Pass your fingers over the surface of it---

Then you will know more about a piece of paper than you would learn by reading a book about it.

And if, in addition, you can look at an actual specimen of printed work on it, you have the ideal combination to guide you in your paper purchases. You can tell immediately how the paper in question will fit the job you have in mind.

Note, for instance, the inserts in this issue of BEN FRANKLIN MONTHLY. The entire middle section of the book is a sample of Albion Text, handled by Bradner Smith and Co., in *actual use*—appearing as it would in your customer's book or booklet.

Then there are four pages of DeJonge's Art Mat, showing the effect of halftones and typography on this beautiful sheet of paper.

The Moser Paper Company, the Franklin Coated Paper Company, the Byron Weston Company, and the Dwight Brothers Paper Company, also give you an opportunity in this issue to study samples of their papers at close range and in *actual use*.

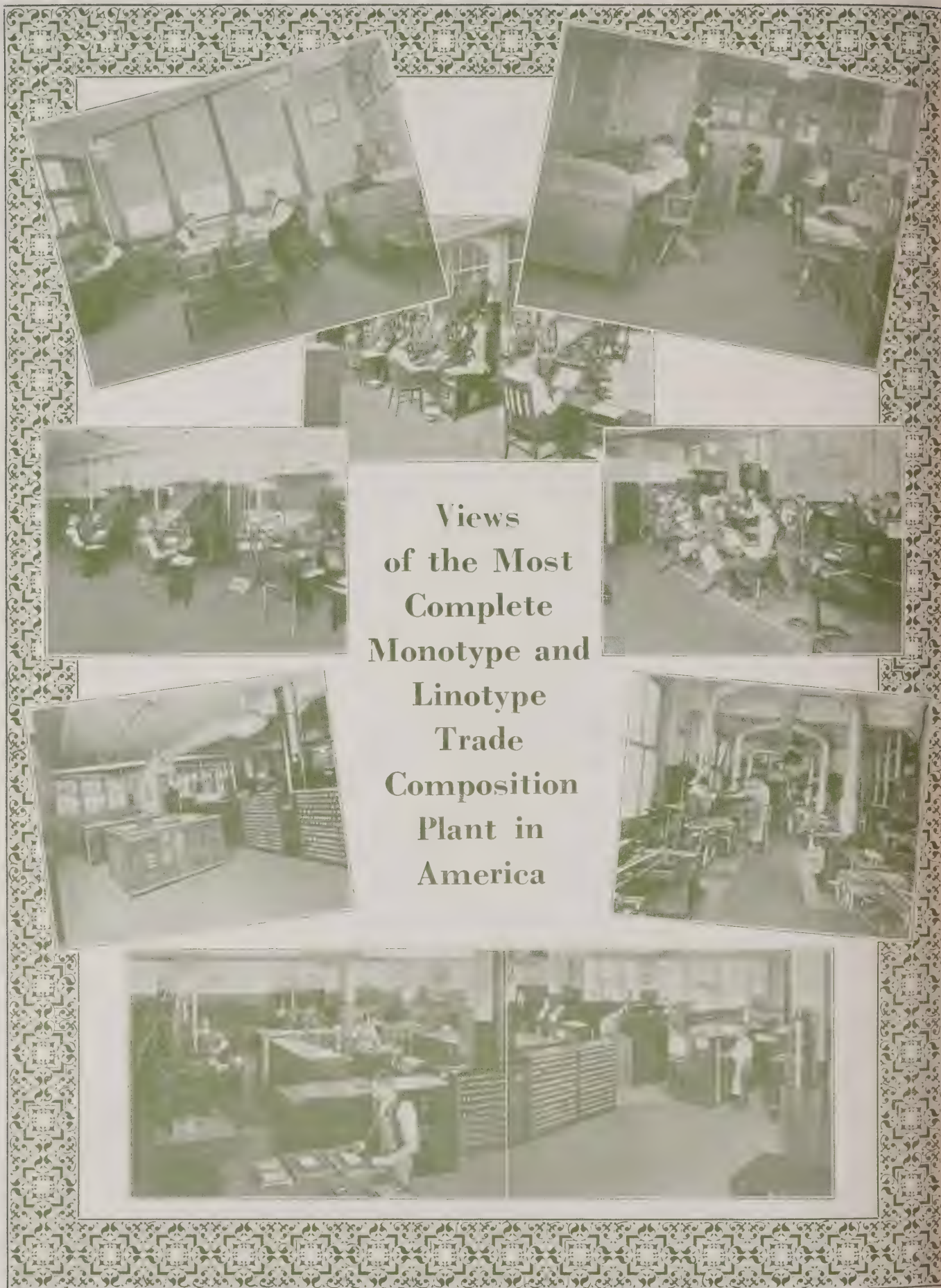
BEN FRANKLIN MONTHLY is the only printers' publication with a national circulation which offers paper makers and paper merchants this opportunity to display labeled wares.

Ben Franklin Publishing Co.

440 South Dearborn Street

Chicago, Illinois

3300 Printer Readers



Views
of the Most
Complete
Monotype and
Linotype
Trade
Composition
Plant in
America

T e l e p h o n e s
HARRISON 3864-5-6-7

Smith-McCarthy

637 South Dearborn Street
CHICAGO, ILLINOIS

UNIVERSITY OF ILLINOIS LIBRARY
JUN 16 1922

Ben Franklin Monthly



Vol. XIX

JUNE, 1922

No. 9

Stonewall Linen Ledger



PERMANENT! Proof against the assaults of time is Stonewall Linen Ledger—a characterful paper with a meaningful name. Lasting quality and tensile strength is impressed along with the Owl watermark into every sheet. It stands the test of time and the wear of erasures. Made in buff, blue and white, in a variety of weights and sizes, ready for prompt shipment from mill.

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NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of

OLD COUNCIL TREE BOND. SUCCESS BOND. CHIEFTAIN BOND. NEENAH BOND. WISDOM BOND.
GLACIER BOND. STONEMALL LINEN LEDGER. RESOLUTE LEDGER. PRESTIGE LEDGER.

Write for samples. Note the tear and wear as well as the test.

© TRADE

LINOTYPE

MARK ©

No Make-Shifts No Evasions

Every part of the LINOTYPE is there because the machine is better for it and every part fits into the big scheme of simple operation

The illustration shows the operator of a Model 9 LINOTYPE shifting magazines. Multiple distribution gives him instant command of as many as eight different faces



This advertisement composed entirely on the LINOTYPE

Ben Franklin Monthly

*Published for the Employing Printers of the United States and Canada
at 440 South Dearborn Street, Chicago, Illinois*

New York Office, 27 Warren Street

Vol. XIX

20c the copy

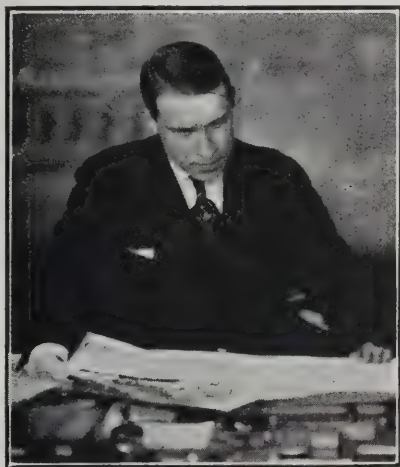
JUNE, 1922

\$2.00 the year

No. 9

Foreign Subscription \$3.00

He Will Work for You for a Year



NOBLE T. PRAIGG AT HIS DESK
President of Praigg, Kiser & Co.

IF YOU are one of the many printers in small and medium sized shops who publish weekly newspapers in connection with job printing businesses, this announcement and the article on pages 26 and 27 of this issue are intended especially for you.

Through a special arrangement which BEN FRANKLIN MONTHLY has made with Praigg, Kiser and Company, advertising counsellors to printers, Mr. Praigg is going to furnish our printer-publisher readers with a complete advertising campaign for a year, absolutely free of charge. The campaign will consists of twelve articles, fifty-two display advertisements all ready to set up and run in your newspaper, and suggestions and copy for direct-by-mail pieces.

To save space, only one display advertisement will be printed in the magazine each month. The other three (or four, depending on the number of weeks in the succeeding month) will be mailed to you ready to set up, upon request. There is absolutely no charge for this service to paid subscribers of BEN FRANKLIN MONTHLY.

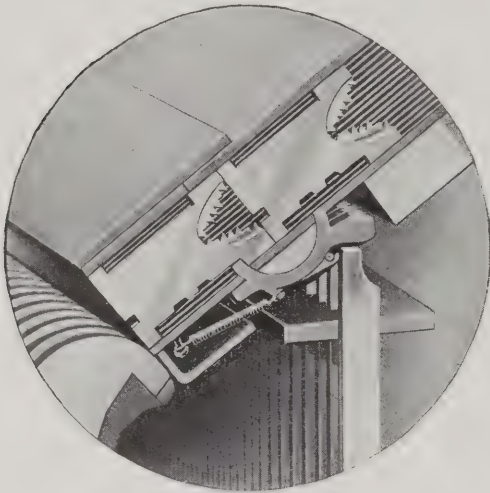
Read Mr. Praigg's first article, beginning on page 26, and the first of the series of fifty-two display ads. Then write and say "Please send me the other three ads for this month, and put me on your list to receive them every month without further request, and without charge to me."

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2nd Reason WHY the INTERTYPE IS "The *Better* Machine"

This advertisement is repeated because of the interest it has aroused. No. 6 will follow shortly.



Intertype Two-Part Escapement

Simplicity

The illustration at the left shows the two-part escapement used on all models of Intertypes. You can readily see how the up-stroke of the keyboard rod releases the bottom matrix. Note that the action is *direct* and, therefore, *instantaneous*.

In the escapement used on three-magazine machines of other than Intertype manufacture the motion of the keyboard rod must be transferred to *six moving parts*. Compare this with the *two-part* Intertype way, as shown in the diagram below.

This is only one of a large number of important Intertype simplifications.

910 Fewer Moving Parts *in one mechanism alone*

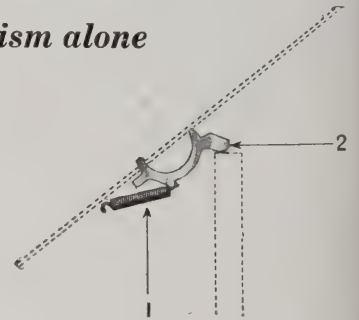
The following tabulation covers three-magazine Intertypes and other machines:

THE INTERTYPE WAY

1. Springs (91 on each magazine) for three magazines.....	273
2. Escapements (91 on each magazine) for three magazines.....	273
	546

ANOTHER WAY

1. One set of operating levers.....	91
2. Links (91 on each magazine) for three magazines.....	273
3. Verges (91 on each magazine) for three magazines.....	273
4. Pawls (91 on each magazine) for three magazines.....	273
5. Pawls (91 on each magazine) for three magazines.....	273
6. Springs (91 on each magazine) for three magazines.....	273
	1456



The Intertype Way TWO PARTS

This escapement is used on all models of Intertypes, including our three-magazine Model C. Compare it with the escapement used on other three-magazine machines.

INTERTYPE CORPORATION

General Offices, 809 Terminal Building, BROOKLYN, N. Y.

5481 Rand-McNally Building, CHICAGO

305 Glaslyn Building, MEMPHIS

3051 Aronson Building, SAN FRANCISCO

Canadian Representative, Toronto Type Foundry Co., Ltd.

Exhibitor, Boston Graphic Arts Exposition, August 28th to September 2nd

Why Germany Is Europe's Printer

Low Rate of Exchange, Strategic Commercial Location and Patriotism Make German Competition Serious Problem to Printers

By MARTIN HEIR

LEIPZIG is the center of the German printing industry. Next in importance are: Dresden, Munich, Berlin, Frankfurt, Stuttgart, Augsburg, and Hamburg. In these cities nearly all German printing equipment is manufactured, and nearly all printing of a commercial nature produced.

Leaving the *Gare du Nord* (one of the many railroad stations) in Paris at about nine in the morning in an easterly direction through Stuttgart or Frankfurt, one will be able to breakfast in Leipzig, Hamburg or Berlin the next morning. If the traveler starts from any of the other big printing centers on the continent, such as Amsterdam, Rotterdam, Hague, Antwerp, or Brussels, the time of travel to Leipzig is about the same, with approximately nine hours' leeway if the destination is Hamburg, and about four hours if Berlin. From Trelleborg in Lueden to Lasintz on the Ruegen in Germany the travelers from the Scandinavian printing centers, Stockholm, Gottenburg, Christiania and Copenhagen, have four hours' ride on a car ferry across the western point of the Baltic, and then about sixteen hours' travel on German railroads to Leipzig.

This car ferry ride, however, is more or less of a pleasure trip, as the apartments of the ferry compare favorably with any modern American hotel, and dinner is served in spacious, beautiful dining rooms as the ferry leaves either shore, with comfortable smoking rooms, salons, and reading rooms for the rest of the journey.

In other words, the printing center of Germany can be reached from any other printing center on the continent in from twenty to thirty hours.

The above introductory remarks are not intended as a geographical description of the continent of Europe, nor to replace a Baedeker in the hands of any traveler. Their purpose is simply to lay a foundation for what is to follow; to show how easily accessible the European printing market is to the German manufacturer of printing equipment compared with that of their contemporaries across the channel or across the ocean. In other words, how the English and American manufacturers of like equipment are handicapped in placing their wares with European printers, and what a sales problem they have on their hands! Also how easy it is for German printers to invade the market of their neighbors with their more cheaply manufactured product, and work havoc with their trade and prices.

All other things being equal, including cost of production, rate of exchange, time of delivery, etc., the American

manufacturer, in whom we are most interested, still has the handicap of distance with its ever-telling difference in shipping expenses, high freight rates, and uncertainty of delivery, being, as he is, dependent on both land and sea traffic conditions.

But all other things are not equal. Far from it, first

of all, is the cost of production. Cost of production is mainly dependent upon wages and raw materials coupled with the number of productive hours in a day's, a week's or a month's work. If one travels from Paris to Aachen (Aix la Chapelle), or from Paris to Amsterdam, one's curiosity is aroused by the number of new factory buildings to be seen—new brick walls, sometimes as yet without roof, doors and windows. These are the ones to replace those shattered and crumbled to dust by German shells.

So far, the work of reconstruction has progressed unhampered, and the progress has, under the circumstances, been fast and regular. All that is now needed are the finishing touches—sidings from the railroads and machinery for the shops. But as yet there are no smoking chimneys, and, consequently, no production. During the time of occupation by the Germans, all valuable machinery was carted away to Ger-

many. The Versailles peace treaty stipulated that this machinery was to be returned to its rightful owners, but when the time of return arrived the French and Belgian manufacturers notified the reparations commission that this machinery had no value to them. To run new factories with old machinery that probably had been broken in transit would hardly be possible, nor would it be fair to the sufferers. Money with which to buy new machinery was the only right solution of the problem. The reparations commission saw the point of the argument, and arranged for cash restoration payments. Then the French and Belgian manufacturers offered to buy back the old machinery from the Germans as scrap, an offer that in many instances was accepted.

They call this thrift in France and Belgium, but all these transactions take time, while French and Belgian factories in the former war zone are not producing.

On the other hand, if one travels from Aachen to Cologne and through the Westphalian industrial district on the Rhine, passing the cities of Dusseldorf, Elberfeld, Mulheim, Essen, Munster and Osnabrook, there is another sight. Factories everywhere as far as the eye can see with chimneys belching black smoke.

From the railroad station in Cologne electric trains

When Martin Heir was in Chicago on his way to study printing conditions in Europe, we asked him, with only a hope that he would really do it, to send us a series of articles about conditions in the printing industry of Europe.

He has responded with a generosity that shows how deeply he has the interests of the world's printing industry at heart.

This is the first of the series. A second is in type ready for an early issue. More will follow.

—The Editor.

filled to overflowing with laborers and mechanics with dinner pails in their hands pass in a steady stream in all directions from four o'clock in the morning till noon; thence with return loads.

It's Germany going to work trying to retrieve the Fatherland from the ignominious fate forced upon it by its unscrupulous leaders in their mad attempt to conquer the world. They know full well that if the Fatherland is to be saved from absolute destruction—the Fatherland for which they suffered so much in a mistaken attempt to make it the greatest nation in the world—work, productive work, by every able-bodied man and woman is the only remedy. Therefore, they work from ten to fourteen hours a day for wages that by an American workman would be considered a pittance.

Workmen and Employers in Accord

They are in full accord with their masters on this very point. Therefore, the cry of the agitator is seldom heard, or, if heard, the workmen themselves will see to it that it goes no further. The land of Karl Marx, Lasalle, Bebel, and Liebknecht, where the tenets of socialism in former years resounded from border to border is working, not talking. It's a revolution more apparent and more beneficial to all concerned than any of its predecessors.

The wages paid the German mechanics, compositors, and pressmen included, range from four hundred to eight hundred marks a week. Translated into American dollar values the sums seem inconsequential. But why translate it into values unknown to the German workman? When we talk of wages we talk in relative terms. The wages are high or low according to what they bring in essentials of life—according to how well they fill the dinner pail. Therefore, if everything else is in proportion in price to the wages received, the German workman is not to be pitied any more than any other European workman; nor is he more poorly situated. He can buy his pound of beef or pork for twenty marks, his pumpernickel for ten marks, and his glass of beer for two marks; and what more does he need? He is also happy in the thought that if he continues as he has started, the Fatherland will be back at its former economic independence, if not in his time, at least in the time of his child or his grandchild.

But this condition of low wages and cheap labor is not a very encouraging one to the competitor of the German manufacturer—to the manufacturer who intends to move the boundaries of his sales activity into new territory. It is a handicap of no mean proportion.

Add to this the fact that the German manufacturers of printing machinery and supplies before the war came with its destructive hand had gained a strong and secure foothold on the printing market on the continent. Even a casual observer in any printing plant, large or small, in this region will at once discover German influence. The type has come from foundries in Hamburg, Frankfurt, or Stuttgart; cases, stands, and imposing stones from Mannheim; proof and other presses from Leipzig. Only in the most remote cases can one find any but German made machinery. There are Hoe presses to be found in the plants of the larger dailies, and Babcock drum cylinders in the plants of the smaller dailies. There is also a Miehle to be seen here and there in the better book and job offices, but the predominating equipment is of German make.

Of course, there are American typesetting machines to be seen in scattered places, even in commercial plants; but they are not as popular as they deserve to be. The reason for this is twofold: First, because trained operators are not available in sufficient numbers. As a rule, the agent representing the typesetting company or his men

install the machine, and give three days' instruction in operating to a journeyman compositor in the plant; then he is turned loose to produce slugs; the result is what can be expected; the machine is soon out of order and will not produce, and the machine is blamed.

Machines Badly Neglected

According to union rules, none but journeymen compositors can operate a typesetting machine. This rule is universally enforced. Recently, I found a Linograph that refused to produce. On inspection, vital parts were found to be covered with oil and grit; spacebands were cleaned only once a week, and then only superficially; the assembler was set so that tight lines were the rule, and the first elevator head was battered out of alignment. Still the machine was at fault! The operator had died some time ago and the foreman and one of the compositors had taken his place at the machine.

Second, because the machines do not produce what the owners expected, or what they had been told they would.

Hand composition everywhere in Europe wherever possible is piece work or paid by the number of thousand letters set, while all machine composition is time work. Notice that I said, "by the number of thousand letters set." This means that the number of letters in a line of a given width is determined by the "leanness" or "fatness" of the alphabet in question, and the price per thousand letters is determined accordingly. Consequently, what we American compositors would consider "fat," the European compositors consider "lean." Therefore, the "fat" six point always carries a price penalty.

It is stated that the manufacturers of typesetting machines had promised six thousand letters per hour as an average production, or, in our way of measuring, not more than three thousand ems. This should not be considered beyond the capabilities of any mediocre workman, but the printers claim that only in remote cases have their machines produced that much composition per hour; therefore, their feeling toward the typesetting machines is not of the best. This may or may not have its root in increased German composition in this field.

Large Opportunity Open to American Compositors

As there are no trade composition plants in any of the larger European printing centers at present, here is a fine chance for some wide-awake American operators, who can speak and read the languages of the different countries, and who have a little money saved up, to get away from the steadily increasing competition of our larger American cities and establish themselves in a business that will be both enjoyable and profitable. If any such should wish more information, they may write me, care of BEN FRANKLIN MONTHLY. It may also in some degree simplify the sales problem of the American typesetting machine manufacturers, because if the success of these machines in book and commercial plants once has been established, the market is open and ready for quite a number.

The book market in the Scandinavian countries especially is a very flourishing one; books covering all phases of human endeavor are published by the hundred all the time, from the bulky encyclopedias and other scientific works to the novel and short stories. Most of these books are as yet set by hand, which to an American observer seems a waste of both time and money.

The health and wellbeing as well as the labor-efficiency of operatives, depend upon the state and purity of the air in workshops. Keep the air in the printing plant clean and clear. Clean-Up Day, Saturday, July 8.

The Evolution of Bookmaking

The Last of Two Installments Giving a Short History of Bookmaking in Its Earliest Stages—Caxton and Contemporaries

By JAMES MacLEHOSE, M. A., LL. D.
President of the Federation of Master Printers of Great Britain and Ireland
Before the Stationers' Company, London

CAXTON, as you know, was born five hundred years ago, probably in 1422 or 1423. He was apprenticed to the Mercers' Company in 1438, and from about 1441 to 1476 he was at Bruges engaged in mercantile pursuits. For the latter portion of that period he was Governor of the Merchant Adventurers in the Low Countries, which was the highest post to an English merchant. At that time he entered the service of Margaret, Duchess of Burgundy, sister of Edward IV., who had married the Duke of Burgundy in 1468.

There was great literary activity in Bruges, as well as in many other places on the Continent, and Caxton found the Duchess was greatly interested in his translation from the French into English of the *Histories of Troye*. The demand for this translation was soon greater than pens could easily supply. Caxton turned his attention to printing as a means of supplying this demand. This book was printed, probably by Mansion, in 1474, and Caxton returned to England about 1476. He had not forgotten his interest either in literature or in the reproduction of manuscripts.

There were fine libraries of manuscripts in England at the time, and many examples of these can be seen in the British Museum, including books belonging to Henry VI. Caxton turned his attention to the use of movable types, which in the hands of others had served him such good purpose at Bruges, and began printing at the Almonry in Westminster in the year 1477, and during the first three years of his work produced not less than thirty volumes.

Let us look at some of the points where the early books followed the example of the manuscript. In making up their books the scribes usually left the first leaf blank and began work on page 3 of the section. At the end of the book they also left a blank leaf, and thus gave protection to the volume.

You find the same procedure in early printed books. Again, there was no title page. There might be an illustration at the beginning, at the top of page 3, and this would be drawn by the vignette painter or by the illuminator. The early printers also omitted a title page. Both in manuscripts and printed books the information which is usually put on the title page sometimes appeared as a colophon at the end of the last page of the work.

Then if we consider the form of the letters, we will see that the early printers were competing with the scribes and endeavoring to copy their work. The earliest types

were cut so as to resemble manuscript letters, and it was not only individual letters which were copied, but also combinations of letters which were very frequently used in writing.

Thus Caxton had such combinations as ffi, sch, sca, cut as one type. At an early period he dropped almost all of these triple letters, but he had such double letters as ei, en, er, et, cut as one type. This added very considerably to the labor of cutting movable type, for his com-

positors had in their frame an alphabet of 254 types, which is about a hundred more than the modern printer has. This labor, however, was not grudged, so long as the printer could make his work look like the work of the scribes.

Another point in which the printer copied the scribe was in the matter of signatures, which are, of course, the letters or figures at the foot of the first page of a sheet to guide the binder in folding. The scribe sometimes inserted these signatures at the back of the section, so that they were hidden

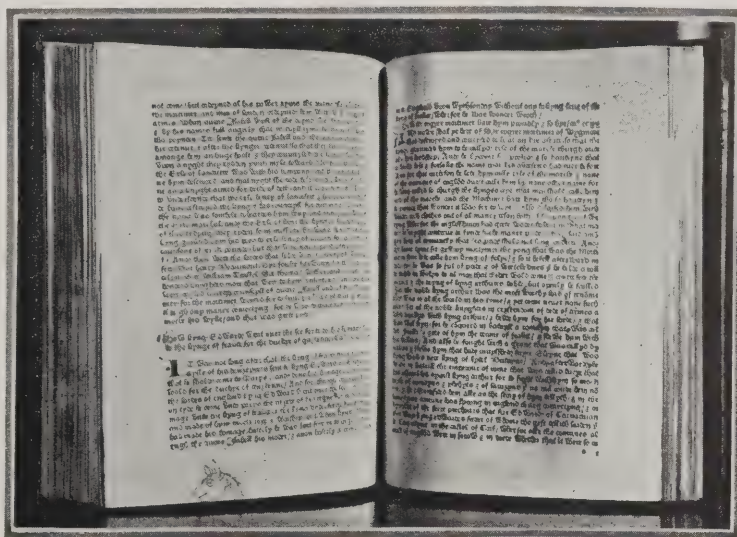
when the book was bound, but they more frequently inserted the signature letters at the bottom of the leaf, and these were cut off by the binder.

The earliest printed books had signature marks in manuscript at the foot of the leaf. These marks can be seen on uncut copies. Gradually, however, the printed signature took the place of the written, and in 1480 we find in Caxton's volumes a printed signature close to the last line of the page.

The scribe had to copy literally his original, and it was left to the corrector of manuscripts to find out any error. We are told that the same was the case with the earliest printers. The compositor did not alter his types after he once set them, but there were correctors of the press in the printing office who were the direct successors of the correctors of manuscripts in the scriptorium.

In all these points the printer was trying to copy the scribe, but he did not try to compete with the illuminator. The printer, for instance, left initial letters in his printed volume to be added by a rubricator or an illuminator. Sometimes to help the illuminator the printer inserted in the space left for the large letter a small catch letter as a guide to the illuminator, and to make sure that he inserted the proper capital.

In many of the earliest printed books you will see capital letters painted, usually in red or blue, and it is not uncommon to find instances of a single letter which has



Photograph of the original in the Newberry Library, Chicago, by Jun Fujita.
The Book of Statutes. Printed by William Caxton in 1483. The sketch of a horse's head was evidently made by a reader many years ago.

been passed over by mistake by the rubricator, and there you will see in very small type the catch letter indicating which large capital should have been inserted.

In the matter of spacing, the early printers followed the custom of the manuscript writers. The scribe left the same space between each word, and, if at the end of a line he had not room for the whole of the next word, he usually began a new line. Sometimes he used marks above letters to indicate a contraction, and thus made room for a word, and sometimes he divided a word rather recklessly.

The left-hand side of a page therefore always began uniformly, but the right-hand side tended to end irregularly, just as happens with typewritten matter today. It is not surprising that the early printers made little attempt to re-space a line so as to make all the lines of a uniform length.

Early Printing a Tedious Process

At first printing was an extraordinarily tedious business. Composing sticks were not used. The wooden letters were taken direct from their cases and placed side by side in a small box of hard wood which held only one page. The box was placed in a sloping position, so that the letters would the more readily retain their places until the whole page had been composed.

Think of the difficulties of re-spacing under such circumstances. You had a line of roughly-made letters placed in a box, and the second line followed the first without any lead. If you tried to re-space, you would certainly find one line of letters catching against the uneven edges of the letters in the next. When Caxton began to use composing-sticks about 1480, re-spacing a line so as to make all the lines of a uniform length became a much easier operation. When the whole page was composed, it was then screwed up in the same way as wooden block illustrations had been screwed at an earlier date. If the box was too large for the page, it could be made smaller by the insertion of a side stick or a foot-block.

The size of the sheets of paper that Caxton used was, of course, very small as compared with our printed sheets. His largest sheet was not more than 24 inches by 16 inches. Two smaller sheets of 18½ inches by 13 inches, and of 16 inches by 11 inches were of frequent use. The paper was rough and strong. It was unbleached white, and apparently without coloring matter. In substance and in shade it was very uneven; and before it was printed, sheets were often selected so as to make the paper used for the same book more or less uniform.

Sheets Were of Irregular Size

Sometimes paper was selected with the view of securing uniformity in a single copy of a book throughout; and different copies of the same edition were often remarkably different. So much is this the case that it has sometimes been suggested that the difference in the size of Caxton's books was due to his having issued large paper editions. The truth is that he printed on sheets of an irregular size, and some copies turned out to be larger than the average.

At first one page of movable types was printed at a time, in the same way as the earlier block books had been printed. The earliest ink used for printing was not nearly so stiff as that now in use, and consequently letters were not likely to lift, although the page was not very tightly locked up. But it was gradually found that by boiling oil for a long time, and grinding it with carbon or lamp-black, ink could be made with sufficient consistency to be suitable for printing from a raised surface. It was thick enough not to spue over the sides of the letters when

pressed, and yet not so thin as to run away and give an uneven surface or want of color.

In order to ink the type, the earliest printers used balls of skin padded with wool and fastened to a stick. On these balls they distributed ink, and with them beat the forms; but before very long a primitive form of roller came into use.

Presses Older Than Movable Types

At first the paper was rubbed on the inked surface, but later the type was subjected to direct pressure downwards. Probably the date of the introduction of the mechanical pressure was after wood-blocks had been used for some time, and before movable types came into frequent use.

It is clear that the large capitals at the beginning of a volume or of a paragraph must have taken a long time to illuminate by hand. After a time large capital letters were therefore engraved in wood and printed at the same time as the text; or, if the capitals were to be in color, they were, of course, printed by a separate printing.

Wood-cut illustrations had been known since 1461, and Caxton used illustrations in wood before he printed initial letters from wood. These he did not use till 1484.

Editions Were Small

The number of an edition was usually small. Labor was cheap, and if more copies were required the book was re-set. Of course, stereotyping was not known till very long after the time we are speaking of.

All Caxton's works were printed in the Almonry at Westminster. The site of his Press was not far from the great west door of the Abbey, and must have been very near the corner of Victoria street and Tothill street, where the Westminster Palace Hotel stood for many years. Westminster at that time consisted mainly of the Abbey with its many subordinate buildings, and of the Royal Palace. Beneath the Abbey stood St. Margaret's Church, as it does now. The poet-printer, William Morris, has pictured London of that time in a very few words:

*"Forget six counties overhung with smoke,
And dream of London, small, and white, and clean,
The clear Thames bordered by its gardens green."*

A wide space of open country separated Westminster from the city. Some great houses of the nobility and of ecclesiastics stood in large gardens facing the river. Behind them was the Strand, which was a very rough thoroughfare with open fields to the north.

Perhaps it was because Westminster was so far from London, and perhaps also because of the influence of the Stationers' Company that when Caxton died his pupil and successor, Wynkyn de Worde, moved in the year 1500 to "The Sign of the Sun" in Fleet street on the south side of the street, opposite Shoe Lane, where the Press Association building now is. There he had two houses close to St. Bride's Church, one a dwelling-house and one a printing office. His rent was £3 6s. 8d.

But besides his printing office in Fleet street, Wynkyn de Worde may have had one of the booths or sheds or stalls which were erected against the wall of St. Paul's. These were one-story buildings with a flat roof, which was used for people to stand on to see processions at shows. As time went on, many substantial houses near the cathedral were occupied by printers or stationers, and there seems no doubt that the booths against the wall of the cathedral were largely used by foreign dealers. At first these foreigners were welcomed, but later great efforts were made to prevent them from trading.

What happened to all the books that were printed?

How did they find purchasers? And how was the admittedly large trade with the continent carried on?

We know that foreign dealers sent wagon loads of manuscripts and books to the great fairs at Paris and Leipzig and Frankfort. Something of the same sort probably happened in England. At a much later date, my distinguished predecessor in the Glasgow University Press, Robert Foulis, visited Paris in 1738, and it is recorded that the Greek and Latin classics which he brought from Paris filled six hogsheads.

He published many editions of the Classics at the University Press, and in 1756 printed his marvelous edition of Homer in the Greek text in two volumes folio.

Or take the Atlas of the World published at Amsterdam by Blaeu in the seventeenth century. There were various editions. One was in twelve volumes large folio with maps in color. Many individual English and Scottish counties were represented in such detail that one county was represented by two broadside folio maps. And I have seen six entirely different editions of this twelve-volume atlas. One has the text in Dutch, another in Latin, and others in French, English, Spanish and German.

"B in Boston" Club Formed in Grand Rapids

A "B IN BOSTON" Club in connection with the Grand Rapids Printing House Craftsmen's Club was formed on the evening of April 27 when Messrs. J. Deviney of Washington, J. C. Dallas of Boston, and Meyer Lewis of New York, visited the city in the interest of the Boston Graphic Arts Exposition. The national delegates were met at the depot on their arrival from Chicago and taken to the Peninsular Club, where they dined in company with the following: Charles Walsh, president of the local organization; G. T. Dunn, vice-president; Henry Ziel, secretary; A. S. Hicks of the Dean-Hicks Company; Harry C. White of the White Printing Company; Secretary Henry Allen of the Grand Rapids Printers' Association, and Ned Carpenter of the Dwight Bros. Paper Company.

After dinner the party went to the Association of Commerce building, where a well attended meeting of the craftsmen was held. The chair was taken by Secretary Allen, who introduced the members of the delegation. Each was cordially received and the company was particularly impressed by the description which General Manager of the Exposition Dallas gave of what was in store for those who visited Boston during Exposition week. Before separating it was resolved to form a club and the majority of those present pledged themselves to go to Boston. A very hearty vote was accorded the visitors for their visit and talks.

The Charity Job

WHAT shall a printer say when representatives of religious or charitable organizations say: "I suppose that you will make us a special discount on this work?"

Four questions at once confront the practical printer. The first question is, "Can I make a discount and still have a living profit?" The second question that arises is, "Is it fair to other business patrons?" Another question that persistently injects itself is, "Does this organization pay its bills promptly?" The question that should properly come first I am placing last in this article, namely, "Is it good business policy?"

The discount should certainly not be made unless it still allows a living profit. Self preservation is an unwritten business law, as well as the first law of nature. Why set figures that are only the forerunners of a business funeral? A printer who does fair work is certainly entitled to a fair profit—business reciprocity! The printer is entitled to a decent living for his family—he may even deserve a flivver, at present prices!

Common sense and fairness should never be divorced from business, loyal patrons should never be forgotten for their interests are your interests. Would your regular business patrons look favorably upon a special discount to religious and charitable organizations?

Should such a discount be made—I admit that to me it seems poor business policy—there must be no favoritism. If the printer is a church member he should make none other than the regular discount to his own church—if he wishes to contribute, afterward, the entire amount that he has received from the job, that is his privilege, but fairness says: "Let your rates to organizations be as unchangeable as were the laws of the Medes and Persians."

The question of payment of bills is a fair one. When boards and committees pass on bills at long, irregular intervals; in fact, when business method is lacking, payment is sometimes long delayed. Some churches and organizations are very prompt and business-like; others are exceedingly slack in business dealings. Should a discount be allowed it might be with the condition that the bill must be met within thirty or within sixty days.

But is such a discount a good business policy? I think not; I believe the better method would be to collect regular prices, and then make a contribution to the organization—if so disposed. This is more business-like and a more satisfactory and independent method. This discount business has its quagmires. "Yes," says Brown, "certainly, I will make you five per cent discount." He is not aware that Jones the printer has offered to make fifteen per cent discount on the same work. Why keep cutting slices off that job as though it were a pie?

—George W. Tuttle.

A TALE OF A WAYSIDE PRINTER—By Hec Mann





"Take for instance, the underwear advertising, when our friends entertain us as they do in underwear advertising"

Ads Are Stranger Than Fiction

When a Friend Says To You "Come Over and See My Corn Drop Out", You Will Know That Ad Men Have Been Busy

By J. P. McEVOY, The Volland Publishing Company
Before the Advertising Council of the Chicago Association of Commerce

EVER since we were little children we have been told by long gray-bearded loons, or loons with long gray beards, that truth is stranger than fiction. Probably this obtained at the time when the magazine contained nothing but fiction, but nowadays we certainly have to revise that proposition.

Certainly truth is not stranger than advertising. Understand, I did not say, not a stranger to it, but the papers and the magazines today, thanks to the efforts and labors of the moulders of public opinion—I believe that is what you are usually addressed, as moulders of public opinion—present a very enticing and enchanting view of what life might be if people did in fact live as it is represented in advertising.

Take for instance the underwear advertising, when our friends entertain us as they do in underwear advertising. You go to call on your friends and they are all gathered in the living room, the whole family in their underwear. Father is reading, "How to Strengthen the Will"; mother is advising her daughter about these curious aromas that you see advertised here and there, and also is telling her daughter about how her greatest success in life has always been due to whether or not her toes and heels were reinforced. Every once in a while a little boy or a little girl comes dashing in, also in underwear, saying, "See, Daddy, mine is just like yours." And then he breaks out into a little verse. He says:

"I should worry, I should care,
For I wear Snap-Tight underwear."

And the father replies, also in verse:

"It fits you here, it fits you there,
Hurrah for Snap-Tight underwear."

And mother then comes in, also in verse:

"It will not rip, it will not tear,
Three cheers for Snap-Tight underwear."

It is a very jolly scene we have with us. Or perhaps it is going to be an afternoon party, and your host comes out to play tennis, still in his underwear. He takes you for a drive, and instead of showing you the scenery, he points out how there is plenty of room under the arm-holes.

You call on a young lady, and you begin your conversation by saying, "How nice you are looking tonight. It must be your Never-Tear hosiery. I just know you wear that. How lissome it is. How tenderly it covers your flowing curves. I suppose your toes and heels are reinforced? Don't tell me your toes and heels are not reinforced, I could not stand it."

Even the corn cure people are taking it up. The other day I saw an advertisement of a lady with a very palpable corn, but, strangely enough, she looked very contented, why I did not know until I read the caption, and the caption said:

"Come over to my house tonight and see my corn fall out."

All advertising is not so jolly. Take the cheerful mortician who is advertising, who sticks closer to his work in advertising than probably anything else. How cold and chaste the undertaker's ads are. He thinks out his carefully embalmed ideas, and as a result, his finished product looks exactly like his finished product looks.

What the undertaker needs is what Homer used to call "A little of the jazz." Their advertising should take advantage of the well-known successful medium of slogans. For instance, "Eventually, why not now." "Say it with tombstones." Or he might run a cut of a customer sitting up in his casket and saying: "Since using Blank's embalming fluid I have used no other."

Now, I believe that this will illustrate how advertising has varied from the writers of this dull fiction that now interrupts the advertising here and there in the magazines; and yet there are a great many tricks to be learned that might be applied to advertising that are applied daily in the manufacturing of articles, which are sold by conspirators like myself to magazines. I have sort of a brotherly feeling for all of you, because I am trying to get money out of the newspapers.

One of the methods by which I extract money from the till is by writing verse, and as in writing some advertising—I will not say all—it is not necessary in writing verse to have an idea. We need words, lots of words, nice dollar and a half and two-dollar words. If you run shy of them you can always pick up a magazine and read the automobile advertising; and when you have these words, you group them into assortments, and you arrange them in a certain sequence, and you start them off with individual lines and you finish them up with similar sounds, and then you have a verse. That is the way it is done.

Now, I want to show you how a simple little lesson in civic righteousness—the veneration and respect we show to our representatives—may be carried out in simple verse form, to the edification and instruction of those present. This is entitled "To My Congressman."

"I know I have a Congressman
In Washington, D. C.
For now and then he comes around
To get a vote from me;
He proudly takes me by the hand
And asks about my needs,
And when he goes to Washington
He sends me garden seeds.

"Whenever there's a bill for which
I'd like to have him vote
I trust in him and tell him so
By telegram and note.
And he gets every one I know
And every one he reads
For always when the spring has come
He sends me garden seeds.

"One day, one day I wrote to him,
'We put our faith in you
To make the League of Nations safe
If Wilson puts it through.'
His answer came right back to me,
'Appreciate your needs,
Am sending in tomorrow's mail,
Some lovely garden seeds.'

"I'm glad I have a Congressman
In Washington, D. C.
His legislative efforts there,
Mean, oh so much to me.
He is my Representative,
For me his buzzum bleeds,
For always when the spring has come
He sends me garden seeds."

The popular songs today differ very little from those of a former age, except in speed of delivery. The old-

fashioned song like "Sweet Alice, Ben Bolt," which was an accommodation that used to stop for every station, has been superseded by the Twentieth Century popular hit, shimmying through the suburbs, stopping for nothing.

Take, for instance, Sweet Alice, Ben Bolt—as she used to be:

"Oh, don't you remember sweet Alice, Ben Bolt,
Sweet Alice, whose hair was so brown;
Who wept with delight when you gave her a smile,"
Rather messy around the house,—
"And trembled with fear at your frown."

They do not do it any more. Here is Alice, Ben Bolt, since she bobbed her hair and rolled down her sox:

"You remember in November,
Or perhaps it was December,
Little Alice came from Dallas,
What a pal (drum-drum)
Little Al' (toot-toot).
You know me Al'. You know me Al'.
From Dallas town,
With hair so brown.

"Was she there? Was she there?
Like a bear, like a bear,
Catch 'em young and treat 'em rough,
Tell 'em nothing, it's enough—

"Oh, the grab holt blues,
Alice Ben Bolt blues.
Oh you Alice,
Gal from Dallas
Blues."

There is one more very important field for the writer, which has developed recently, and that is the preparation of the vamp diary. This is written and held open—the publication date is held until after the accident, and then the first serial rights are sold to the afternoon newspapers, and then the book rights are marketed, and the motion picture and dramatic rights, the translations in all languages, including Scandinavian, and the rights to illustration on mechanical instruments.

I believe if I were an advertising writer, advertising, say, a revolver, pistol, side-arms of various kinds, which I understand are had in profusion—somebody gets them somewhere—I believe I would use a vamp diary to advertise them. I would wait for the thing to happen, you would not have to wait long either, and I would have a picture of her saying: "I used such and such on him, it never missed." Then I would probably follow it up. I would have a follow-up campaign, using regular diaries. Here is a little sample copy:

"January 3rd.—He has gone away after throwing a saucer at the canary. Why are men so brutal, and yet, oh, I love him.

"January 5th.—This cannot go on, and yet it must. But can it? No. And yet, why not? Why not indeed, I wonder; and is his life all like this or like that? Yes, that must be it. I met him on the street today. He said good morning, just that, nothing more. It made little me oh so happy all day. What if he had not said good morning to me? It would have been good night for him. Yesterday I bought a gun.

"January 6th.—Will I shoot him today? I think not.

"January 7th.—I did."

As long as a man looks on his printing as overhead, he will buy the cheapest. When he realizes that it is sales and advertising literature, he will buy the best.

—*The Informant.*

Pneumonia causes more deaths in the United States than any other disease except tuberculosis. It is a catching disease, and no one should be about a pneumonia patient except those who are taking care of him. Cleanliness is an enemy of pneumonia. Strong constitutions may resist the pneumonia germ, weak ones succumb. There is danger in dirt, hence the importance of cleanliness in general and of Clean-Up Day, July 8, in particular.

Ad Mediums For The Small Shop

The Platen "Shop" and the Miehle "Plant" Are Brothers
Under the Skin and Opportunity Is a "Free for All"

By NOBLE T. PRAIGG, *President Praigg, Kiser & Co.*

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OLD Dr. Johnson has made classic the story of Rasselas, the prince of Abyssinia, who traveled the world over in search of supreme happiness. Finally, tired, disappointed and disheartened, he returned home and there, consecrating his life to sincere service, he found the happiness which elsewhere he had sought in vain.

This is not to say that printers are traveling the world in search of happiness, but rather to point a moral to the effect that on every hand and *near at hand* printers have

limitless opportunity for that happiness which is expressed in satisfactory volume, satisfied customers, profitable business, and personal pride in doing a good job well. But, in these hurried days of strong competition and demand for speedy service, people aren't beating a path to the hut in the woods where lives the maker of superior mouse-traps. "Them days is gone forever." No matter how superior their products, most men would languish to a profitless old age if they depended exclusively on "word-of-mouth advertising."

The alternative is advertising in those accepted, tested, proved mediums which gain most profitable results with greatest economy of money and time.

Obviously, the greater his territory, the more mediums the printer has for expression. In a small community, the mails, the small daily or weekly newspaper and the billboard stands are mediums of primary value. In the larger cities those same mediums, supplemented by outdoor painted displays, motion picture slides, and Chamber of Commerce publications, offer a broader field for telling the advertising story. But, mark you, that the field is described as "offered." Unfortunately, this does not mean the same as *used*.

For, although many manufacturers and retailers could profit by the vigor, persistency, and intelligence employed in the advertising of some printers, as a class, printers can scarcely be regarded as advertisers at all.

It is not advertising to issue an occasional blotter, to produce a random folder, or a casual mailing card. That is publicity. Advertising is something deeper than that. It is a skillfully drawn plan, carefully hooked up to the selling policy of the organization, which, expressed through copy, art, and attractive typography, is driven deep into the consciousness of buyers of printing with unremitting persistency.

It is, too, an engaging characteristic of advertising that it works just as hard for the small user as for the large. The man with the two-platen "shop" has at his command the same business-building effectiveness as has his craft brother with the multi-Miehle "plant." One may advertise modestly; the other elaborately. But, if both advertise *intelligently*, each will have surprisingly profit-

THIS is the first of a series of twelve articles and fifty-two display advertisements through which Noble T. Praigg, president of Praigg, Kiser and Co., will conduct a complete advertising campaign for small and medium-sized printing plants whose proprietors are subscribers to BEN FRANKLIN MONTHLY.

The advertisement displayed on the opposite page is designed for a two-column ad in your local newspaper. It is the first of four, designed to be used the last four weeks in June. In order to save space we are reproducing one only. The other three will be sent to you without charge upon request. Each month one will be reproduced in this magazine and one for each succeeding week of the month sent by mail without charge to every subscriber who has asked to have his name placed on our list to receive them. Used consistently, month after month, they will furnish a complete year's campaign.

All that is necessary is that you are a paid subscriber to BEN FRANKLIN MONTHLY and that you write and say "Put me on your list to receive the free advertising service every month."

In addition to a newspaper display advertisement for each week of the coming year, this series of articles will furnish suggestions for mailing pieces from time to time. It is our intention to give every subscriber whose plant is located in a small city a complete advertising campaign for a year, through this department.

This is the biggest and most practical single thing BEN FRANKLIN MONTHLY has ever offered free of charge to its readers. Do not fail to take advantage of it. It is yours for the asking.

—The Editor.

able results, in exact proportion to his ability to care for results. There is a saying among the French that the first step to health is the wish to get well.

Before advertising will return its full measure of profit to the printer he must have the desire to lay a practical advertising plan and the *backbone to stick to it*.

And here many printers fall short of the returns their enterprise should justify. After carrying their campaigns to a certain point an excess of business develops, the plant is working at top speed, prompt production becomes a problem—then the advertising program falls down. Later, when the excess has diminished, when the salesmen or the proprietor are out really fighting for business, no one thinks to place the blame for this changed situation on an advertising program prematurely ended. Yet it is the history of practically every advertising success that its advertising history has been continuous through good times and bad, through fire, flood and panic.

It might be said that only big firms can do this. Perhaps they do it because they *are* big. On the other hand, it is also conspicuously written in commercial history that the big firms which discontinued their advertising, ceased to grow, competition pre-empted their markets, and with the passage of time, the once powerful enterprises were absorbed. Or, if the error was seen in time, they regained their lost ground only through spending far more than they would have had their advertising continued uninterruptedly.

The whole point to making advertising a true source of additional benefits is that it must be based on a practical, continuous plan.

In one Middle West city there is one printer who never “solicits” an order. His salesmen pound no pavements. Yet four of them are continuously busy—calling on buyers who ask them to call! Advertising is his solicitor.

In an important Ohio city, one printer completely changed the character of his business. Whereas he had originally applied the greater part of his selling effort to printing on which there was wide competition, through advertising, he attracted the attention of other printing buyers whose contracts were allotted with a first interest in *quality*. Within four months after starting his clearly planned advertising campaign, he was profiting at a rate considerably in excess of any period in his previous business history.

Building a printing business through advertising is, after all, largely a matter of getting started. There are five questions the printer must ask himself before he is ready to start:

What is the outstanding characteristic of my business which is *advertisable*—is it promptness, exceptional presswork, distinctive typography, service?

What men, firms or industries do I want as customers, who are not customers now?

How can I reach this “market” most continuously and most economically?

How well equipped am I to give the best service to the increased volume developed by this advertising?

What percentage of my gross sales can I set aside as my advertising investment?

If these questions are accurately answered, the plan of action will outline itself. But, it must be remembered that advertising success is not built on financial economy as much as on wise expenditure. Savings from the advertising appropriation are meager, indeed, by contrast with the benefits gained through judicious spending.

And, finally comes the question of actual appeal—the words used, the art work, the plates, the paper, the physical form of folder, booklet, card, blotter or broadside.

While these elements should come last in planning, they are of primary importance in performance. The best of plans cannot effect results without the best of expression. Some printers are capable of building their own advertising appeals. Those who are not have access to facilities which will co-operate with them sincerely and well.

Easy Reading

WHATEVER printing you need must be measured by one principal yardstick—is it easy to read?

Letterheads must be clear, strong, appropriate type; folders must be “set up” so the reader gets the message readily; even a shipping tag must be arranged for ample writing space and legibility of shipper’s name and address. Details? Yes, details which round out *good printing*.

Customers tell us that ours is good printing, perhaps because we test every job with, “Is it easy to read?”

Experienced men and modern equipment form a strong combination here to assist you make yours good printing

Your Name [Here

Telephone

Street and Number

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The Unappreciated Mezzograph

Use of Mezzograph Screen For Coarse Halftones Eliminates Screen Effect and Produces Unusually Fine Illusion

By STEEN HINRICHSEN

MOST printers have undoubtedly seen reproductions of photographs by means of mezzograph screen halftone plates. Little interest has been shown in them, however, as is attested by the fact that they are very infrequently used. Occasionally a printer will comment on this different method of printing halftones without the screeny effect of the common cross-line screen—especially when a coarse screen is used, but seldom will go further than commenting.

The fact is that the mezzograph screen has its own peculiar place among the various methods of reproducing subjects for halftones, and because the engravers as a whole do not recommend this particular screen, even for subjects to which it is peculiarly adapted, it has practically gone out of use in most engraving plants. And only a few printers are enough familiar with photo-mechanical processes to specify it of their own initiative.

The mezzograph screen was originally made with the thought of eliminating entirely the "screeny" effects in halftones, more common in the first days of halftone making than today, and it was thought that eventually all halftones would be made with this new device once its value was demonstrated. This, however, did not happen, because it was found that the grainy screen did not lend itself so well to all the manipulations of the process as did the cross-line screen. Nor did it make so good electrotypes as the regular screens.

To a certain extent, also, the more conventional processes of photo-engraving came to their own rescue. As the processes of photo-engraving gradually crept toward perfection the screen effect on the finished engravings became less and less noticeable, until in the finer

screened halftones they are hardly noticeable at all except under a magnifying glass. Other faults of the process when it was originally invented have been gradually eliminated, until today it needs no apology.

However, the mezzograph screen has still its own field and as it is seldom used one may get unique effects from it. Right there is, to my mind, the real value of the process now. Even if this article is being read by a number of fellow craftsmen who are on the lookout for new methods by which they may gain in reputation for producing original printing, so many will not consider it worth their time to bother with this "fancy" method that it will have a touch of originality for some time to come.

It happens quite often that a charcoal drawing is to be used for some better grade catalogue or other advertising work. The common way of using it is merely to ask the engraver to make a halftone of a fineness that will fit the specified paper and let the matter ride at that. Most often the customer will be perfectly satisfied, too, if only the engravings show somewhat the same tone values as the original drawing and if the presswork brings out the best of the efforts which the engravers put into the plates.

Resemble Original Drawings

But would it not be of some value to the printer if the customer could not help uttering his surprise at seeing the expensive drawings reproduced so true to nature that they not merely look well but actually attract the attention of the one who looks at them on account of their resemblance to real drawings in every detail?

Often I have been very much pleased by receiving compliments on reproductions which I have printed from mezzograph halftones from the artist who made the original drawing. If the artist in a case like this is pleased, it means that the reproduction is about as high in the art of imitation as human and mechanical methods can ever make it reach.

Many engravers will tell you that they cannot get details by this method. Perhaps they are telling you the truth. It is very probable, in fact, that the engraver who tells you that cannot get them, but certainly it can be done, and is being done rather often by a few engravers who are willing to put some effort into their work and who handle this particular screen frequently.

The most interesting use of the mezzograph screen is found in the enlarged zinc etchings which may be made directly from any good mezzo negative. The artistic effects obtained are well worth the trouble which is necessary to find the engraver who is willing to reproduce the subject as well as it can be reproduced. By this method wash drawings and photographs will reproduce perfectly and print well on rough stock, for example, antique finished cover stock. In other words, a photograph which is to be printed on a stock requiring a sixty-line screen halftone may be reproduced by this process without any of the unpleasant effects of the coarse screen, and with a subtle artistry that will excite comment wherever it is seen.

The effect, somewhat like that produced by a zinc etching made from a crayon drawing, is free from details and therefore strong and broad, if the subject is adaptable to

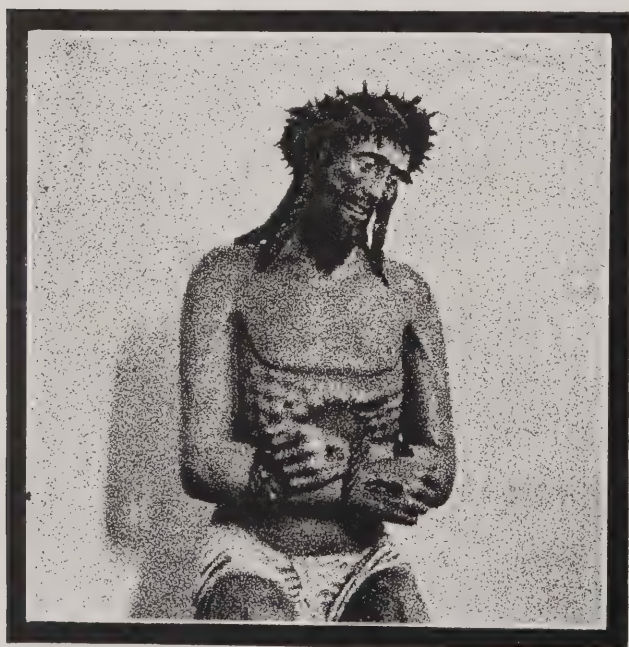


Plate No. 1 — Mezzograph Halftone, made by enlarging from Mezzo Halftone Negative

this kind of reproduction. Plate number one, reproduced with this article, is an example of this process, the explanation of which follows:

A photographic negative is made through the mezzograph screen the same as for an ordinary mezzohalf-tone. An enlarged positive is then made and from that another negative, from which the design is transferred or printed on the zinc plate. Plate number two, an ordinary sixty-line screen halftone on zinc of the same subject, aptly illustrates the difference in effect between the mezzograph screen and the ordinary cross-line screen when it is coarse enough to print upon a rough stock.

Most mezzograph screens used are about equal in fineness to a 133-line cross-line halftone screen. An example of the effect produced by the use of the mezzograph screen without enlargement is shown in the reproduction of a charcoal drawing—plate three.

It is in reproducing subjects like this that the mezzograph comes into its own. It is impossible to produce, by the ordinary cross-line screen, a halftone which, when printed will approach the illusion of reality obtained by the mezzograph. This particular cut was used several months ago in a magazine which I then published and was noticed by many artists. Several of them went out of their way to enquire of me just how it was done.

When printing on an ordinary antique finished cover stock, good results will be obtained by ordering the original negative made about half the size of the finished engraving. This negative is then enlarged to twice its size—the size of the finished engraving, and printed on zinc. This produces a cut equal in coarseness to the ordinary newspaper halftone. But it certainly does not remind one of a newspaper illustration. One may even show it to an artist who is familiar with crayon drawings and ask him what it is without arousing any criticism of modern reproductive processes. On the contrary, he will doubtless express great interest and want to know how such a perfect imitation is possible.

Copy Should Be Chosen Carefully

Copies to be used this way should be chosen with a broad, strong effect in view, as stated above. This is one of the reasons why the enlarged mezzograph reproductions are so imminently suited for cover designs. The fact that they may be made from photographic originals makes it possible for the printer to use a rough stock where otherwise he would be obliged, on account of the fine halftone screen, either to choose some enameled stock or else to provide a smooth surface where the halftone is to be printed, and often I believe, the rough stock is really the kind that best suits the need—that of protecting and covering the contents of the magazine or booklet around which it is placed.

Pattern Effect Avoided in Overprinting

There is not room here for a detailed explanation of how color effects may be produced by this method. Only the fact should be stated that *moiré* or "pattern" by overprinting does not appear when two or more mezzograph screens are used over one another. A single mezzograph plate may be used to far better advantage for a tint block even in connection with an ordinary cross-line halftone than can another cross-line halftone though the "screen angles" of the two are made to vary.

The average cost of these enlarged mezzograph-plates is not, as one might expect when knowing that there is a double amount of negative making, much higher than an ordinary fine line halftone on copper. It would be well, though, to ask the engraver before he begins work what he considers the approximate price, as he may not be familiar with this class of work and may go at it in a way

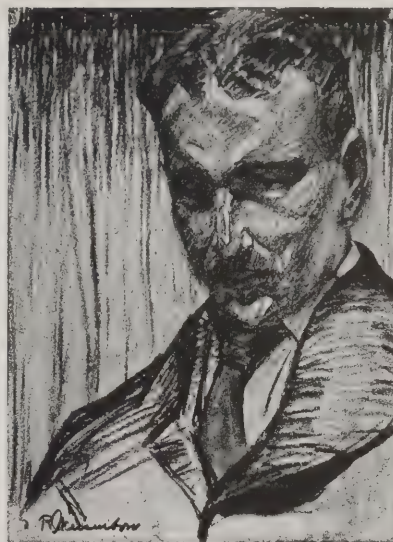


Plate No. 3—A Charcoal Drawing reproduced by a fine Mezzograph Halftone

much more complicated than is really necessary. When no extra hand tooling or other time-paid work is required on the engraving the cost will be about the same as a copper halftone of the same size.

The only complaint one may have against the mezzograph reproductions is that they do not usually make good electrotypes. This is caused by the irregularity of the dots—the same irregularity that gives them their artistic appearance. This is important for the printer who is planning to use them on long runs. But while the mezzograph may prove troublesome in that particular respect it certainly is so well suited for certain types of work that it would be well for the printer who wishes to produce work slightly out of the ordinary run to try it when the first opportunity comes to him.



Plate No. 2—60-Line Cross Screen Halftone

Economy Through Standardization

Printers Want Not Only Standard Sizes of Paper But Also Standardization of Brands And No Private Watermarks

By ALBERT W. FINLAY

Before the National Association of Purchasing Agents at
Rochester, N. Y., May 19, 1922

GREAT credit is due the Catalog Standardization Committee of your Association for the first progressive action in cutting costs in paper through standardization. This committee, under the chairmanship of your Mr. W. L. Chandler, inaugurated and completed a definite program which was the first constructive achievement in this line.

About four years ago Mr. Chandler asked the United Typothetae of America for advice and assistance in developing manufacturing specifications for a standardized catalog and booklet. The United Typothetae of America appointed a committee of which I was a member. We little realized at the time we started co-operating with the Purchasing Agents' Association that it would be possible to bring about so quickly the standardization of paper sizes to fit the recommendations of your Association.

After our two associations agreed upon the standard catalog size of $7\frac{1}{2} \times 10\frac{5}{8}$ we discovered that there was no cover paper size being made that would economically fit the new catalog page size recommendations. Therefore, the Paper Size Standardization Committee of the United Typothetae developed a new cover paper size of 23×33 to fit in with the recommendations of your association. We met resistance from the paper jobbers because we were upsetting old traditions, but finally the cover paper mills, through their association, ratified the new cover paper size to fit your catalog program.

To make your catalog recommendations practical and worth while it was necessary that a great deal of constructive and educational work be done on the part of the United Typothetae of America to make it clear to the paper jobbers and to some manufacturers how necessary it would be for them to change over entirely their previous paper sizes. The National Purchasing Agents' Association and the United Typothetae of America eliminated considerable waste by bringing about a new set of standards in cover paper sizes that have since proven practical and sound.

At a recent meeting of the Cover Paper Manufacturers' Association the standard sizes were brought up for discussion as to their practicability and it was unanimous that the new sizes developed through the co-operation of the Purchasing Agents and the United Typothetae should not be altered in any way. I am particularly stressing this fact of cover paper standardization because it is the first concrete proof and demonstration that standardiza-

tion of paper may be brought about by our co-operation and that such standardization definitely accomplishes savings in paper and printing. In this case, the achievement has greatly benefited the buyers of printing as well as the paper manufacturers, the paper merchants and the printers. The work of your association also under Mr. Chandler in standardizing invoice forms is further helping the paper mills in the reduction of manufacturing wastes in bond and flat papers.

There is, however, a greater opportunity for more important and definite savings, that is, in the matter of paper grade standardization. A program to bring about a minimum set of standard sizes is, of course, the first necessary step to be taken. Mr. Wilkin of the Graham Paper Co., a member of the Standardization Committee of the Paper Division, made a statement that there were seventy-seven different sizes used on trade publications and that they could make five sizes instead of seventy-seven and no paper would have to change its size more than one-quarter of an inch. The next vital matter for consideration that I urge your Catalog Standardization Committee to undertake is the question of a set of definite grade and content standards for printing papers.

At the present time there are between 7,000 and 10,000 so-called kinds or brands of paper on the market. All but about 800 of these 7,000 to 10,000 brands are not identified with anything except a jobbers' local label which does not mean anything in value or content. Already the full executive council of the United Typothetae of America has taken up and passed judgment upon their attitude toward a program of paper grade standards and maker identification. The following resolution was passed unanimously by the executive committee during the month of April in Chicago:

Whereas the Bureau of Standards under the direction of Herbert Hoover through the Department of Commerce is now endeavoring to establish definite standards in the paper and printing industries as regards sizes, grades and customs, and

Whereas the U. T. A., being vitally interested in every movement which will improve conditions in the printing industry, wishes to support this movement in every possible way,

Be it resolved that the Executive Committee of the United Typothetae of America go on record as being in favor of the use of standard mill

The question of the retail price list of paper and the exclusive purchasing of standard mill brands have become inextricably linked to each other.

By encouraging the elimination of private watermarks, the U. T. A. feels that they will effect a marked saving in the cost of paper.

Here is the viewpoint of the U. T. A. expressed by a past-president of the Typothetae who is now executive committeeman of the first district and has always been very active in Typothetae affairs.

—The Editor.

Continued
on page 72

A Typographers' Art School

Department of Printing Arts of the Art Institute of Chicago
Emphasizes Typographic Design and Decoration of Book Pages

By ROBERT O. BALLOU

SEVERAL years ago a young man looking for instruction in typographic design in Chicago had before him a long and weary search. If he were to follow a natural impulse and inquire at the Art Institute of Chicago he would doubtless be told, as was Will Ransom when he did just that, that this was an art school—that there was no course in type design here.

But today he can go there, and, if he is willing to spend a year in general preparation in art work, he may go on through two years of intensive instruction in type-design, make-up of type pages, and book decoration, supplemented by courses in wood block making and printing, wood engraving and printing from wood engravings, etching, making mezzo tints and aqua tints, and the principles of poster designing and advertising art.

Some time ago the Russell Sage Foundation of New York made a survey of advertising printing and discovered that there was a crying need in the printing industry for designers and decorators. In Chicago alone there were large firms, some of whom needed as many as fifteen or twenty designers and layout men immediately. But it was impossible to secure the type of men needed to fill these highly specialized positions. They were not being trained fast enough, and in many cases where training had been received it had not been thorough enough nor closely enough related to practical commercial work to be of great value to the firms who hired the graduating students until two or three additional years had been spent in training the new men to the peculiar needs of the firms with whom they went to work.

The directors of the Art Institute of Chicago for some time had been feeling that the work of art students in general was not being related closely enough to the work which the students would do after they left school. Here was an opportunity to institute courses in which the work of the school could be made practical without in any way detracting from its interest or lowering the high standards of artistic endeavor which the Art Institute has always maintained in its instruction.

Accordingly the Department of Printing Arts was established within the institute with the avowed purpose of

raising the standards of typographic design by an intensive study and application of the principles made manifest in the past by masters of the craft and due attention to the best work of the modern typographic designers. Believing with Goudy and all other true master printers that "printing is an art," even though "most printers are

artisans," the course in typography and preparation begins with a year's study of the general principles of art, and this study is carried through the remaining two years, although these last two years are spent largely in typographic work and book decoration.

The number of students in a class is limited to sixteen, so that under the present arrangement the entire number of students in the intensive typographic courses will never be more than thirty-two. Under these conditions it can readily be seen that there is no source of supply for men to man the print shops of America. But the school must not be regarded as a source of supply for compositors. Our compositors must come from our apprentice schools, our continuation schools, our vocational high schools, and from the rank and file of our shop apprentices. That there is a crying need for more of such schools and for a higher standard in those which we have is apparent.

But the need is no less great for trained artists in typographic design, and it is this need which the Department of Printing Arts of the Art Institute of Chicago is trying to meet. If out of the sixteen young men and women which it will graduate yearly there emerges one Fred W. Goudy, one Harry Gage, one Norman T. A. Munder, one Bruce Rogers or one William Edwin Rudge, the school will have accomplished its object.

To reiterate a little, the courses at present include hand lettering and illuminating, design of type pages, actual shop work, book illustration and decoration, print making from linoleum blocks, wood blocks, and wood engravings, composition, etching, the making of mezzo tints and aqua tints, poster designing and advertising art. Supplementing these are courses in anatomy, the history of art and life drawing.

The actual shop work is done in the printing department of the School of Education at the University of

Here beginneth a book of Psalms
being the first Psalm and the twenty-
third and sixty-first Psalms of David

Blessed is the man that walk-
eth not in the counsel of the
ungodly, nor standeth in the
way of sinners, nor sitteth
in the seat of the scornful.

C But his delight is in the
law of the Lord; and in his law doth
he meditate day and night. **C** And he
shall be like a tree planted by the rivers
of water, that bringeth forth his fruit in
his season; his leaf also shall not with-
er; and whatsoever he doeth shall pros-
per. **C** The ungodly are not so: but are
like the chaff which the wind driveth a-

A page designed and printed by students of the Department of Printing Arts, Art Institute of Chicago. In the original the first three lines and the decorated initial are in color. Layout and presswork by Lloyd Cowan. Initial letter by Lyman Simpson.



CT

Book Decoration by Charles Turzak, Dept. of Printing Arts, Art Institute of Chicago

Chicago. Here the page reproduced with this article was printed.

The pen and ink decorations also reproduced with this article are specimens of daily exercises given the students. These are original conceptions, one of which is executed outside of class by each student every day.

The shop equipment of the school at present consists of a Reliance proof press, several stands, an imposing stone and an ink stone, a series of Cooper and a series of Priory Black type, several cases and fonts of monotype and five school cabinets, donations from members of the printing and supply trades. A reference library is also under way as a result of a \$200 donation by a Chicago women's club.

Much of this spirit of co-operation, according to Mr. Ernst F. Detterer, the head of the department, is due to the enthusiasm and promotional work done by Ben C. Pittsford and E. E. Sheldon, who interested members of



Book Decoration by Margaret Whittemore, Dept. of Printing Arts, Art Institute of Chicago.

the Chicago printing industry in the project and secured their support.

The faculty consists of Mr. Detterer, who, in addition to his work as director of the department, teaches lettering design and decorative illustration; Katharine M. Stillwell, who teaches shop work; Allan E. Philbrick, who teaches print making and anatomy; Louis Grell, who teaches poster design and advertising design; J. Allen St. John, instructor in life drawing, and Helen Gardner who teaches the history of art.

Mr. Detterer has an extensive background in the study of art which fits him exceedingly well for his present position. After completing a course in illustration at the School of Industrial Arts at Philadelphia, he studied lettering under James Hall and later under Edward Johnston, head of the courses in lettering at the Royal College of Art in London, and then spent some time in studying early manuscript and printed books in England and Italy.

In the near future the department hopes to add two more presses to its equipment, a Gordon and a Vandercook proof press, so that the student may study the three forms of impressions represented by these and the hand press now in use.

A Book for U. T. A. Printers

FOR many years facts and theories about the United Typothetae of America and its relation to labor, many of them in conflict with each other, have formed the subject matter of countless discussions about the functions of the organization. Most of these discussions, however, have been based upon more or less prejudiced statements or have not covered a long enough time to give a true picture of the Typothetae's activities as an employers' association.

It is gratifying, therefore, to those who have a genuine desire to become acquainted with the U. T. A. in its relation to labor, to find a scholarly critical study of the organization between the permanent covers of a book, available not only to members of the U. T. A., but to printers and the public in general.

Such a book has just been published by the MacMillan Company of New York. It is called "Employers' Associations in the United States" and was written by Clarence E. Bonnett, Ph. D., professor of economics at Tulane University of Louisiana. Although the book discusses thirteen typical associations of employers, the sixty-two pages devoted to the U. T. A. and the eighteen pages devoted to the American Newspaper Publishers' Association, make it a book which will deserve and secure the closest attention from the printers of America.

Mr. Bonnett's treatise opens with a general description of the physical form of organization, its formation, the objects which it sought to obtain by organization and its present declaration of policy. The discussion is in rather unexpected detail and seems to be a very fair and accurate history.

Mr. Bonnett's explanation of the formation of the U. T. A. in itself is very interesting in the light of the present forty-four hour week controversy.

"The United Typothetae of America," he writes, "... was organized in October, 1887, largely through the efforts of the Chicago Typothetae, which had not yet been organized one year. . . . When the Typothetae was organized it was believed that an organization of master printers was necessary because the employers had hitherto been poorly organized, while their employes were acting as a unit in practically all branches of the business. The occasion for the organization of the Chicago Typothetae

was the demand of the Typographical Union for the nine-hour day. This demand and the efforts of the Chicago Typothetae led directly to the formation of the United Typothetae; for the employing printers then regarded the demand for the nine-hour day as very unreasonable. There was one other purpose that led to its organization, and that now seems to be its dominant motive: "The United Typothetae believes in killing jealousy between competitors by making competition fair."

Mr. Bonnett frankly says that he is concerned in this discussion only with the Typothetae's attitude toward labor. In trying to make that attitude clear he has given us a study, which if read without any thought of the other activities of the U. T. A. might create the impression that the organization is engaged solely in negotiations with labor, an activity which the officers of the U. T. A. have time and again maintained was no concern of the international organization, but was taken care of entirely by the Open and Closed Shop Divisions.

Mr. Bonnett points out that while in form of organization and declared policy this statement is justified, the whole history of the U. T. A. is a history of a belligerent attitude toward the demands of organized labor.

In some detail the writer traces the fight over the eight-hour day waged successfully from 1887 to 1898, during which the U. T. A., according to Mr. Bonnett, repeatedly declared itself opposed to any reduction of the hours of work per week below fifty-four. After sketching the history of the forty-four hour week controversy, and the international association's opposition to a reduction of hours below forty-eight, Mr. Bonnett writes:

"As early as 1900 an open shop resolution was adopted by the United Typothetae and in 1904 its belligerency towards the closed shop was unmistakable." He then tells how, in the 1904 convention an open shop resolution was adopted in which "the members of the United Typothetae of America . . . do by this act . . . pledge themselves . . . that when their respective shops become operative under 'open shop' principles they will refuse work to no man on account of his membership or non-membership in any organization that concedes the establishment of the open shop."

Although the author seems to be interested chiefly in the acts of the U. T. A. as they concern union labor, he does not neglect the work of apprenticeship training that has been engaged in:

"The U. T. A. for a number of years," he writes, "has shown a deep interest in the question of apprenticeship. It has had apprenticeship or educational committees to investigate such matters, has published forms of apprenticeship indentures, and has finally adopted officially a standard form of which copies were sent to every member to use."

"It has a national apprentice director to inspect and supervise trade schools and methods of shop training, to make suggestions, and through the educational committee to report to the Typothetae. Through this committee, the U. T. A. has co-operated with the Conference Board on Training Apprentices, and with a corresponding committee of the National Industrial Conference Board, which absorbed the former. . . . In no other field related to labor matters has the Typothetae been more successful than in its industrial education activities."

A section of the chapter is devoted to an interesting discussion of each of these: the Closed Shop Division, the Open Shop Division, the Department of Industrial Information, and the International Joint Conference Council.

Also there is a comprehensive discussion of the relation which the association bears to such other bodies as the Chamber of Commerce, the Secretary-Managers' Association, the National Association of Manufacturers, etc.

It is impossible in a brief review like this to give an adequate idea of the mass of facts and figures which Mr. Bonnett has crowded into this discussion. If they are accurate (and there is little doubt that they are, for an appended list of sources, filling three pages, is made up almost entirely of the names of U. T. A. publications and letters from officials in the U. T. A.), this book is a valuable contribution to the knowledge of everyone who is interested in the master printers' association of the United States and Canada.

The other chapters are also of great value to anyone interested in organization work. The price of the book is four dollars.

Eynon and Ridgway Debate Long List

PERHAPS a debate is just two steps away from a conference. If it is, an event in Rochester, New York, on May 19, may prophesy that eventually the United Typothetae of America and the National Paper Trade Association will find the way through discussion to an amicable settlement of the long price list controversy. For here, at the seventh annual convention of the National Association of Purchasing Agents, William John Eynon, past president of the U. T. A. and one of the most belligerent of the long price list adherents, and W. C. Ridgway, secretary of the N. T. P. A., waged a verbal battle over the pros and cons of the matter, each attempting to influence the passage of a resolution by the purchasing agents.

Mr. Eynon in his address expressed his belief that the retail list would not increase the cost of printing. He also pointed out the fact that the printer must carry large stocks of paper on hand and thus was in the same position as any retailer.

He expressed the belief that adoption of the long list would make it possible for the paper merchants to reduce their forces by 2,500 salesmen, which he intimated were being used now to sell paper to the customers of printers, and thus actually lower the cost of paper to the printer. He added that the demand for a long list did not affect publishers, private printing plants or multigraphers.

Mr. Ridgway, in an address which followed that of Mr. Eynon, took up the statements Mr. Eynon had made point by point and expressed his own feeling that the printer is not a retailer of paper, but rather a manufacturer in whom paper is raw material. This being the case, he said, the National Paper Trade Association feel that there is no justification for a request to protect the manufacturer upon the sale of his raw materials.

He also said that the long price list, if put into effect according to the U. T. A. plan, would undoubtedly increase the cost of printing to the consumer. In support of this statement he quoted from a discussion in favor of the long list, "Since the retail price listed in the paper dealer's catalog, plus ten per cent handling charge, is the price at which the printer sells the paper to the consumer, it is not necessary to know the wholesale price."

Following the discussion, a resolution, embodying that adopted by the New England Purchasing Agents' Association on February 13 and the one adopted by the executive committee of the National Association of Purchasing Agents on February 20, opposing the retail list, was adopted by the entire body of purchasing agents.

A FEW BOOKS FOR PRINTERS

Discussed by EDWARD KERN

Multum in Parvo

APLLED Design for Printers," Volume 43 of the U. T. A. Typographic Technical Series for Apprentices, is ready for distribution by the publishers, the U. T. A.'s department of education. The author, Harry L. Gage, assistant director of linotype typography of the Mergenthaler Linotype Company, has managed to convey a remarkable amount of information in the seventy pages of his little book. "This primer of design," he states in his foreword, "is an earnest effort to make intelligible to the apprentice student certain fundamental principles of arrangement and of ornamentation whose uses are instinctive to the accomplished typographer." The material of the book is presented in the thorough and careful fashion which always should, but, alas, not always does, characterize a text book. The factors of harmony, balance, proportion and rhythm in design; ornament, aesthetic and symbolic, preceded by a discussion of the materials and qualities of design, are taken up separately and in considerable detail, while a satisfactory historical survey is provided in the section entitled "Periods of Design Which Have Most Affected Printing." The thirty-seven illustrations of the book, more than usually interesting and attractive, indicate intelligent selection and careful printing.

Suggestions for supplementary reading, review questions and a glossary are appended.

Max Holds Up the Mirror

FIFTY-ONE cartoons by Max Beerbohm have been reproduced and collected into a volume called "A Survey," printed first during 1921 in England by R. Clay and Sons, Ltd., and later published in the United States by Doubleday, Page and Company. The Doubleday, Page edition should interest American printers and engravers as an example of excellent workmanship. The drawings are reproduced in halftone on enameled paper and mounted on heavy uncoated stock, a process carried out with evident care and skill and resulting in an unusually artistic and pleasing volume.

This collection, dedicated to "Britannia," is the first to be published since the issue of his "Fifty Caricatures" eight years ago. Mr. Beerbohm's newspaper cartoons, better known on the continent, especially in England, than here, have for years evoked comment in art and political circles.

A difference in spirit between the European newspaper cartoon and the American is brought out in the fact that in England Mr. Beerbohm's caricatures are considered fairly gentle. Mr. Beerbohm himself says: "The wit I like best and rate the highest is the kind that pierces without leaving a wound." Here, if this collection be representative, his cartoons would hardly be called that, but they are undeniably clever, and much more carefully executed, in the matter of technique, than the corresponding American product.

Mr. Beerbohm's satirical pen has taken subjects from almost every phase of modern life. Literature, painting, religion, women, and politics find their weaknesses and follies exposed to the world's laughter. To labor he is quite merciless. Considering its political pretensions, in England at least, entirely reprehensible, he devotes a large proportion of his work to the delineation of labor's

vices, incompetence, ignorance, avarice and crudity, in a spirit at times so blatant and brutal as to weaken the effect he is trying to create.

One wonders, too, what Lord Spencer, Mr. Filson Young and the King of Spain ever did to Mr. Beerbohm that he should treat them so shabbily.

On most subjects, however, his humor sheds a more mellow light, in which the foibles and blunders of men appear funny rather than malicious. Mr. Lloyd George, Joseph Conrad, Winston Churchill, Arthur Balfour, Lytton Strachey, Lord Curzon and our Woodrow Wilson are caricatured very amusingly in this milder vein.

Altogether the collection demands attention, not only in its political and artistic significance, but as expressive of the point of view and mental reactions of one of England's most intelligent thinkers. The price of the book is four dollars net.

Of Poetry and the T. B. M.

WHEN a business man turns poet the result usually is fearful to contemplate. He may, of course, and often does, let the fires of art burn inwardly, never expressing his creative impulses by more than a lavender necktie, a flower in his buttonhole, or an immaculate artist's smock, drawn on over his street clothes to keep them from undue wear, as he explains to his wife, when cleaning his golf clubs or dusting a shelf of his favorite books. Often he never ventures beyond some such mild expression of his artistic ego, if indeed he even is aware of its existence.

Others there are who sit themselves down of a spring evening after dinner, and, when they have carefully bolted the doors of their rooms against family intrusions, commit their thoughts to paper. Then, after much painstaking revision and infinite polishing of their thought-children, changing a word here and a comma there, they finally sneak out their surreptitious scribbles anonymously or under a protecting pseudonym to magazine editors or the literary column of a daily paper. And the unsuspecting world wags on, never guessing that the whimsical, lilting lines signed "Cowslip" and the paragraph of vivid imagery in which "Ariel" transports the tired, jaded mind to the enchanted islands are expressions of the same staid graying man who comes to his desk at nine every morning and spends his days prodding laggard salesmen into action, quelling outbursts of mutinous errand boys and placating irate and unreasonable customers who demand delivery on the day promised.

But once in a while there appears a business man who can write and does so openly. Once in a longer while such writings get themselves collected and even printed and published. Such an instance is found in a small volume of verses privately printed recently by the Bartlett Orr Press of New York.

How the author, a veteran business man, now editor of the Mergenthaler Linotype Company's *Linotype Bulletin*, could have been persuaded to put aside his modest scruples long enough to print his verses is a mystery, for he is ever deprecating his artistic abilities. However, printed they are, and very beautifully, upon French hand-made paper, and bound into a small gray book dedicated by its author, Julius W. Muller, to "Edward E. Bartlett,

Publisher and Friend, whose exacting critical judgment was in this case subdued by personal fondness."

But the verses need no apology. Fresh in idea, unforced in expression, they present a variety of moods and pictures that are, with but few exceptions, vivid and graceful. There is a pleasing diversity of mood and material; philosophical musings, light, whimsical fancies, and poems more seriously conceived. Of the latter, one, "The Looms of News," which appeared first in the *Lino-type Bulletin*, is particularly well done:

*We swing the headlong looms that weave
The tales of human earth
Spun by the troubled continents
In agonies of birth.*

*We watch the steady-turning globe,
Upon its spindle hung,
Men's lives are as a twisted flax
Whose thread to us is flung.*

*We weave! We weave! The sky may rock,
Lands pass as smoke away;
We gather in the warps and weave
The garment of the day.*

*We braid their bliss, we braid their pain,
We braid men's hopes and fears.
We knit their silks of joy and make
A pattern of their tears.*

*Lo, we are old that once were young!
But never, east or west,
Has one of all the circling suns
Beheld our looms at rest.*

*The world was vast, the world was dim,
When first that we were young;
And in the half-light of his time
Man walked dim fears among.*

*He walked dim fears among, and saw
His brothers in the glooms
Lurk as half-devils till we broke
His terrors with our looms.*

*We snatch the scattered threads and tie
The races face to face.
We tie the sundered lands that once
Stared blind across blind space.*

*We knit men's hates, we knit men's loves,
We make the pattern whole
Of loves and hates. Behold! 'tis one!
Humanity's wild soul.*

*Throw us your spoils, oh, Turkestan!
Ye tropics! Send your glows.
Oh, ruined towns! Our pattern needs
Your somber thread of woes.*

*Strike, ravening armies! Flame, oh, fleets!
Rise, nations! Rise and spring!
High, high above your clamors—hark!
Our looms are thundering.*

Most of the verses, however, are shorter than this and lighter in spirit. "The Rainbow's Foot," from which the volume takes its title, and "October," which is quoted below, embody some of the most delightful whimsy I have found for many a day. Altogether, they are a most

creditable collection and one hopes that Mr. Muller's editorial labors will leave time for the creation of others of their kind.

*Artist folk are whimsful,
Capricious, idle, sinful;
And when they die they cannot be
Angels neat like you and me,
But in a prison dark and bare,
Underneath the golden stair,
They must repent in tears and grime
For mixing paint and making rhyme,
And hark with groaning and with qualms
To Dr. Watts's pious psalms.
But once a year by Peter's grace
They go to earth to sin a space.
The cherubim stop up their ears
And spoil their golden wings with tears,
Shocked by the heathen verse and song
That echoes from that wicked throng.
With shout and harp and clatter,
And pots of paint to spatter,
The artist folk on earth alight
Forgetting Heaven for a night,
And rushing through the scenery
They paint out all the greenery.
When honest folk awake next day
They blink to find the world so gay,
And never dream that such a wight
As Virgil was abroad that night
Or that the hills were set aglow
By sinful Michelangelo.*

A Practical Book on Credits

HERE is a book on a technical subject made easy of comprehension to the average individual who hasn't time for the college courses in economics and business science essential to an understanding of some of the formidable treatises which have been written on finance.

The authors are Richard P. Ettinger, assistant professor of finance in the New York University School of Commerce, and David E. Golieb, credit manager of the Einstein-Wolff Company. The former contributes the theoretical basis and the latter the practical application of the laws of credits and collections in a representative business corporation, thus providing a complete and reliable survey of the subject.

To the printer, whose industry rose phenomenally in a few years in credit rating, the various conditions which make him a good credit risk now, and the full meaning of the achievement should be especially interesting.

The knowledge necessary to his understanding of this rather remarkable progress can be acquired easily in a book like this which treats of the subject in simple, non-technical terms.

The book explains the theory of credit, trade acceptances, how to obtain and analyze credit information, how to analyze financial statements, how to collect bad debts, procedure in bankruptcy cases and credit safeguards.

Of special interest in these uncertain times is the theory of panics in the introduction to the book, in which is explained their origin, basis and growth, with a graph showing the development of the 1907-1908 panic.

The book is published by Prentice-Hall, Inc., New York City, and sells for \$4.00.

Lamb once said to a brother whist-player, whose hands were none of the cleanest, "Martin, if dirt were trumps, what a hand you would have!"

WHAT THE HOUSE ORGANS ARE PLAYING

A Measurement for Advertising

THE *National Geographic Magazine* quoted in *The Informant*, house organ of the Zellerbach Paper Co., recently stated that there was a measurement in advertising over and above Mil-lines. (A mil-line is the advertising rate per line per million circulation.) The statement said:

"Just as mil-lines measure quantity or circulation, cream-lines measure dollar-ability—the buying receptivity, income, wealth, and credit of subscribers.

"The Geographic approves of the mil-line as a measure of quantity—

"But quantity alone is only the start of buying advertising.

"We do not go into a store and say, 'I want a quart.' Instead we ask for a quart of something—cream or skim-milk or coal-oil.

"We would be foolish to buy skim-milk at cream price; the storekeeper would be foolish to sell cream at skim-milk price.

"So, too, in buying by the mil-line. The advertiser must know whether subscribers are economic cream or economic skim below his able-to-buy line.

"Advertising must be aimed at the Canbuys—not at the Wishwecoulds."

Not only is this argument suitable to a high-class magazine, but it is applicable to direct mail advertising. The right mailing list is the cream-line. If a mailing list has been carefully compiled and grouped into classes determined by industry, financial rating, occupation, income, or other qualifications that segregate the names into certain classes and if the proper message in a suitable dress with the right appeal is sent to these prospects, a profitable return is very apt to accrue to the advertiser. Direct mail advertising is on the increase. It has proved its value when properly used. Business is finding this out and devoting more of its appropriation to direct advertising. The day of indiscriminate mailing of pieces in large quantities to names in general, such as are found in the City Directory, is past. This is the day of specially prepared lists and carefully written sales messages, bristling with facts, put into readable form with plainly legible typography and good printing. When you follow this practice in direct advertising you are aiming "at the Canbuys—not at the Wishwecoulds."

Writing Paper Conditions Improve

A MORE healthy demand for the writing grades of paper has developed during the past thirty days than has prevailed since the first of the year which also means since the slump of early 1921, according to H. V. P. in *Wroe's Writings*. This may be attributed in part, he says, to a replenishment of stock after completion of the annual inventory period by dealers, printers and lithographers as a result of renewed confidence in market conditions, and a feeling of uncertainty over the possibilities of the coal strike. But the larger part of the increased demand has been due to a heavier consumption as a result of the unmistakable signs of a gradual improvement in general business conditions.

While paper mills are very heavy consumers of coal, it is now estimated that the supply of fuel on hand is sufficient to last for several months and little concern is felt over the situation as a long strike is not anticipated.

The production of the fine grades of paper, including

flat writing, bonds, ledgers, etc., as reported to the Federal Trade Commission for the month of February, 1922, by 101 mills, totaled 26,663 tons, a marked increase over February, 1921, by 106 mills which totaled 19,242 tons.

Production was curtailed among mills in the Fox River Valley during the first week of this month by an unexpected strike over a slight readjustment in wage scales to correspond with those which had been in effect with other mills in this district since January first. This accounts for a slight delay in some shipments from this section at this time, but with operations again resumed in full force, this loss of production will soon be made up.

Some apprehension is manifest over the final disposition of sulphite in the tariff schedules which Congress is preparing and it is our opinion that a high protection on bleached sulphite would not serve the best interests of the writing paper industry, in view of the fact that domestic production of this most important raw material is practically controlled by a few sulphite mills.

With the outlook for increased consumption of the writing grades of paper more favorable than it has been at any time this year, the market remains firm at the present price levels and can be expected to continue so on the standard grades. Such concessions as have been made have in the main been on special grades made as a fill in to aid production and have occurred chiefly on the lower grades of sulphite papers.

It is our advice to the printing and lithographing trade to anticipate their requirements a little longer in advance of their needs on making orders than has been the custom during the past year, as the increasing demand is finding mills with more unfilled tonnage ahead of them than for some time past.

Important Regulations Govern Private Mailing Card Printing

YEAR by year the use of the private mailing card is increasing. Experience has shown so many times that a return mailing card which makes a reaction to direct mail advertising which is favorable to the advertiser easy for the buyer is a direct asset of no small proportions to the advertising piece.

But it is important that such cards should be printed according to Government regulations. Complaining that many members of the Direct Mail Advertising Association have paid no attention to these regulations, the bulletin of that association calls attention to the following rules:

The Postal Department requires that private mailing-cards consists, first, of an unfolded piece of cardboard, in quality and weight substantially like the Government post-card. In the second place, it should not exceed $3\frac{3}{8}$ by $5\frac{1}{8}$ inches, nor less than $2\frac{3}{4}$ by 4 inches.

Such cards can be transmitted in the domestic mails at the postage rate of one cent each. It should be paid by stamp affixed.

Generally speaking, advertisements and illustrations may appear on the back of the card and on the left-half of the face or address side of the post-card, provided not less than $3\frac{1}{2}$ inches of clear space be left for addressing purposes.

Cards which do not conform to the foregoing conditions are chargeable with postage at letter rates—that is, two cents per ounce or fraction, if they are wholly or partly in writing. Third-class rates apply to non-forming cards only when they are entirely in print.

"ASIDE FROM THAT IT'S ALL RIGHT"

By WILL RANSOM

An Unusual House Organ

IF THERE is anyone who wonders whether the standard of production in the graphic arts is steadily improving the March-April number of *Monotype* must dispel that question. When a house organ, issued primarily for the business interests of a manufacturer, devotes its entire policy to text and presentation of significant value to the craft as a whole, and limits its personal message to an irreducible minimum, it is proof positive that the most influential elements of American printing are working primarily for the good of all printers and all printing.

Of the twenty-four pages, only four (including the title) are devoted specifically to Monotype Company affairs. The balance are rich with vital information and inspiring comment on definite phases of improvement in printing. The keynote of the issue is contained in the title of the leading article, "The Problem of Bettering the Quality of Printing" by Henry Huntly Taylor, of Taylor & Taylor, San Francisco, and the article itself treats that problem in a broad, constructive manner. Another important contribution is Fred W. Goudy's discussion of the ethics and aesthetics of initial letters.

Apart from the text, of equal or even greater interest is the typography. It is customary to expect perfect presentation from the press of William Edwin Rudge, whose standards of production lend distinction to his position as chairman of the U. T. A. Committee on Better Printing, but this item has a further note of individuality. And that is not surprising when it is known that the typography is entirely the personal work of Mr. Bruce Rogers, who approached it in a spirit peculiarly original, and built it upon a plan that might have been used by a printer of fifty years ago, tempered by the discrimination which has accumulated during that period and his own unique ability. I venture the prediction that this issue of *Monotype* will be preserved as one of the high points in the history of typography.

The type used is particularly pleasing, especially as it carries out a principle which seems very important to the writer. Scotch Roman is here restored to its logical beauty by the use of longer descenders than are possible with standard line. For any serious student of the beauties of letter design, amputated descenders violate the natural proportions of letters which, in their own stature, are normally graceful. If any proof of this assertion is needed, comparison of a page of this book with a page set in the standard line Scotch Roman in common use will establish it without question.

R. B. Newell Company, Advertising, Chicago.—We are pleased to receive specimens from an advertising agency, because that indicates your direct interest in printing. The two folders for the American Three-Way Luxfer Prism Co., printed by H. G. Adair Co., are not only well printed, but also show definite constructive thought in idea and arrangement. The adaptation of construction elements of the material advertised to decorative purposes is particularly successful. You are to be congratulated, emphatically, on the folder for the C. H. Wolfelt Co., produced by the Commercial Press. It is an excellent use of design and format appropriate to the atmosphere of the store which it advertises.

Laclede Type Foundry, St. Louis.—Your book of specimens indicates a thoughtful approach to the problems of type founding and excellent mechanical production. Your rendering of the face which you call Caslon Antique is particularly well done. From another viewpoint, the use of information on "Standardized Universal Formats" for the page showings of body type indicates a broad interest in printing which is a credit to the policy of your organization.

Marion S. Burnett, Chicago.—We may be prejudiced, but we think our new subscription blank is quite all right. No one should be able to resist signing it. And the two pieces of your own advertising matter are further proof of your statement that in "printing . . . personality is still the living factor."

Superior Typesetting Co., Chicago.—If it is a fair assumption (and no doubt it is) that your work for customers shows the same ability that your mailing pieces



Make an Asset of your Printing

Let us repeat in all sincerity that distinctive printing and business success are twins.

That the superior product of the Burnett plant proves a wise investment, we have shown to so many customers that it is more than an assertion.

Phone Harrison 6591

**Marion S. Burnett
Company Printers**

626 Federal Street, Chicago



Thank
You

We appreciate
your remittance,
and the business
which you have
given us.
We will look for-
ward to the con-
tinuance of a
business relation
which we trust
has been most
friendly, bene-
ficial and satis-
factory.

The Outing Shop
Stationers, Printers, Office Outfitters
Grand Junction, Colo.
The Store of Smile Service

do, you must have an enthusiastically satisfied clientele. The two folders, "Punch" and "Superiority," are excellent presentations of two entirely different styles of typography. "Superiority" is the more attractive of the two.

The Outing Shop, Grand Junction, Colo.—Of the three cards, one is good, one is just fair, and the third superlative. "There is a Difference" would be better if the green tint dots were omitted—they are confusing. "Printer's Ink" is almost clumsy. But the "Thank You" blotter is one of the few jobs I have seen in which Parson's type is used as I designed it to be used. If "Thank" and "factory" lined at the bottom it would be better.

Arkin Advertiser's Service, Chicago.—You are quite justified in emphasizing the brilliancy and good taste of your color work. The light purple is exceptionally well printed, and we all know what a mean color purple is to work. May I suggest, however, that you try a harder black ink for soft antique finish paper. The text of "Selling Printers" is a little soft and almost muddy in places. On the other hand, the black on the "drop of ink" card is beautifully clean.

The Linotype Bulletin, March-April.—A very interesting showing of Scotch Roman in many sizes and arrangements, especially in the "Matrix Production" pages. It is a magnificent face for de luxe books of large page size and, better than most faces, stands extra leading when that is desirable—if it ever is. The running heads in the body of the magazine seem just a trifle heavy in proportion to the color of the text pages.

Central Typesetting and Electrotyping Co., Chicago.—"Clipping Seconds," the second of your mailing pieces I have seen, shows a marked improvement over the previous one in every detail. There is a balance and unity here that was not quite achieved in the other. On a job as fine as this, it would add an element of interest if you mentioned the artist and printer who co-operated with you, for they are both entitled to share in the congratulations due you.

The Trade Compositor, Chicago.—Another good number, this May issue, with one particularly high spot. The memorial page for Lawrence E. Smith, with its border of full-color ornaments instead of a single heavy rule, is a tribute of beauty rather than of mourning, which, as I believe, is what it should be.

Smith Bros. Co., Inc., Pittsburgh, Pa.—The editor has so thoroughly expressed in an editorial our opinion of your brochure that there is little left this department, except to add felicitations on the excellent craftsmanship in all details. From the viewpoint of a specialist, the lettering and decoration might be a little more finished, but it is not seriously out of key.

Clark-Sprague Printing Co., St. Louis.—Good taste and fine craftsmanship characterize your two booklets, "When to Advertise" and "Jerry Moore." They are further proof, if any is needed, that "the wider your range of interests, the better you are in your own line." The suggestion is

Goudy Bold Italic



BY HABIT we invariably think of the spoken or the written word as an adequate expression of an idea and more or less instinctively search for just the word to fit each new thought. But we are less likely to consider as carefully the other symbols in common use and choose them more or less traditionally or mechanically, ignoring usually the real power that lies in understanding what their qualities should really mean to the normal man

PARAGRAPH SET IN EIGHTEEN POINT GOUDY BOLD ITALIC

A specimen of Goudy Bold Italic reduced from a page in a recent specimen book of the American Typefounders Co.

offered that the city should always be included with firm name and address, for your location is only indirectly apparent in the first mentioned item.

Barnes-Crosby Co., Chicago.—Your Memorial Day card is particularly pleasing. The idea is quite out of the ordinary, and the execution is characterized by restraint and good taste.

Baird Printing Co., Chicago.—The folder for your Twelfth Annual Banquet could not be improved. It indicates progressiveness by the use of the newest type face and good taste in the handling.

A Goudy-Pittsford Insert

FOR the last comment this month, it is a pleasure to consider a specimen and a subject to which the motto of this page does not apply; to turn from a search for flaws to a certainty of their absence. For the insert opposite is a worthy presentation of a graceful and sincere tribute from a master printer to the dean of our craft.

These four pages were recently issued by Ben C. Pittsford, Chicago, as an insert in his house organ, *Better Advertising*, and no other announcement of his equipment, ability, and experience could carry so much conviction of excellent service to his clientele as this proof of his appreciation for the influence of Frederic W. Goudy on modern printing. And he speaks from sure knowledge; from many years of personal acquaintance and constant study of Mr. Goudy's work. It is also characteristic of his sense of harmony that the text of the folder is quite in keeping with the importance of the subject and the charm of the decoration.

It is peculiarly fortunate that the border design from "The Sermon on the Mount" was available for this purpose, for it is one of the finest specimens of the style which Mr. Goudy has developed to its ultimate beauty. The page from which this border is taken should be available to every printer for study, for the complete page, with its initial and Village type, is an example of perfect balance and harmony. It is one of the few cases where wealth of decoration and plain typography are blended into a perfect whole.

Perhaps it may be appropriate to add here a further word of appreciation from the viewpoint of one whose interest is in the drawing of letters even more than in their use as type. Only one who is actively concerned with the basic principles of letter design can fully understand all that Mr. Goudy has done, and especially, the new elements of freedom he has injected into type design. That is too large a subject to be considered here, but the vital principle may be mentioned—the principle that letters are to be *drawn* by a trained hand and tested by a cultivated eye and discriminating taste.

The reference to "The Sermon on the Mount" takes us back to the Village type, the first face in which Mr. Goudy departed from tradition and began to express his own ideas of what type design should be. Because it was so peculiarly personal a matter, he had it cut and cast at his own expense, and used it in all the early productions of The Village Press, which was established at Park Ridge, Illinois, in the summer of 1903. It appeared in several books during the following five years, but the fire which destroyed "The Sermon on the Mount" was responsible for a greater loss, for the Village type, with its patterns and matrices, went with the book.

That type was the first step upon the long road which we can all see clearly now, but which, at that time, was not even a path. The making of that road was more than hard work; it was an accomplishment of the impossible. Some day that story shall be told; a story of ideals apparently out of reach; of personal sacrifice and struggle; of refusal to depart from the methods he knew were right; of stubborn adherence to principles of letter design which were fundamentally different from all previous type-founding tradition; of obstacles surmounted or pushed aside, and of recognition, in some important direction, which he took by force; and, always, a glorious certainty, without egotism or vanity, of his own greatness.

That story, with a complete showing of Mr. Goudy's type designs and their uses (including Kennerley and his latest faces, none of which have been mentioned) together with a critical estimate of their principles and vital elements, should be a textbook for the next generation of every craftsman in the graphic arts.

THE IDEAL BOOK



THE IDEAL BOOK OR BOOK BEAUTIFUL is a composite thing made up of many parts and may be made beautiful by the beauty of each of its parts—its literary content, its material or materials, its writing or printing, its illumination or illustration, its binding and decoration—of each of its parts in subordination to the whole which collectively they constitute; or it may be made beautiful by the supreme beauty of one or more of its parts, all the other parts subordinating or even effacing themselves for the sake of this one or more, and each in turn being capable of playing this supreme part and each in its own peculiar and characteristic way. On the other hand each contributory craft may usurp the functions of the rest and of the whole and growing beautiful beyond all bounds ruin for its own the common cause.

T. J. COBDEN-SANDERSON

August 16th 1903.

A page of the Village type, the face in which "The Sermon on the Mount" was originally printed. This is intended as a showing of the type face only. The original page was printed on a large sheet, with appropriate margins.

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*"I can furnish you with an argument.
I cannot promise to settle it."*

A Notable Printer's Mailing Piece

ON Grant street in Pittsburgh, whose dust was stirred by the feet of early settlers and whose cobbles later rang alike to marching hosts of soldiers and peaceful pageants, stands the printing and publishing house of Smith Brothers, Inc., so the story goes in an unusually good-looking brochure mailed by Smith Brothers, Inc.

"For more than fifty years our plant has stood in the same locality and you will find it now where it has been for years, just opposite Pittsburgh's two great court house buildings."

Then follows an invitation to walk through the plant by means of the pictures which appear on the appended pages. And the "walk through the plant" is an experience marked by much pleasure.

The brochure itself has been turned over to Will Ransom for criticism on another page of this issue of BEN FRANKLIN MONTHLY. But there are points of interest in it quite apart from its typography and makeup.

The mailing piece is of course intended for buyers of printing, but it has in it a silent message for all printers. There is a picture of the proof room, for instance, which stands out with a common-sense suggestion for every printer in the world.

Proof rooms as a class are not places which nervous people would choose voluntarily for rest cures. They are proverbially filled with a clatter of voices shouting to make themselves heard above the louder clatter of type-setting machines or the roar of presses just outside the open door.

Little care is given to the physical appearance of them. The proofreaders cannot, in many cases, by the wildest stretch of imagination, find any pleasure in occupying them. And with this clatter and confusion as a distracting force, and an unattractive appearance to add fuel to the proofreader's morning grouch, is it any wonder that authors swear when they receive their galley proofs?

But in the proof room of Smith Brothers Company, Inc., if the camera has registered accurately, there is no clatter, no uncleanness or disorder—nothing to detract the minds of the proofreaders or to make difficult the high degree of mental concentration necessary to read proof

accurately. This proof room is set off from the rest of the plant by heavy walls and a door which is closed. In addition the proofreaders in pairs do their work in little booths which separate each pair from the other proofreaders in the room.

An interesting comparison might be made of several galleys of proof read in a room like this and the same number of galleys read in the typical proof room where every circumstance seems to tend toward mental distraction and inaccuracy. Common sense predicts what the result would be.

Control, Like Charity, Begins at Home

IN EXAMINING printers of Portland and Seattle, the Federal Trade Commission uncovered strong evidence of unfair practices in competition. By following such practices the local Typothetaes of these cities have cast a shadow over the name of the United Typothetae of America which it may be hard to brush away when the complaint of the Commission comes before the Commission's examiner for final judgment.

It would be obviously unfair to call the U. T. A. as a body to account for the acts of all of its locals. In the cases of both of these western local organizations, little groups of men were engaging in practices which are distinctly contrary to the code of ethics of the U. T. A. They are distinctly in contrast to the declared purpose of the international body to promote fair competition.

No one who is familiar with the history of the international body and the personalities of its present officers will believe that these practices, which include reporting bids to headquarters to be used for protection of members against losing old customers by seeing to it that other members bid higher, fining members for bidding below other members, recompensing members for lost profits on jobs which were taken at low bids on instructions from headquarters, and threatening non-members with business destruction through underbidding by members, all of which were brought out in the western hearings, are followed generally by local Typothetae associations or are approved by the U. T. A. as a body.

And yet both of these local associations are chartered locals of the U. T. A. and each individual member of each local is an individual member of the U. T. A. through his local membership. These individuals were engaging in business as members of the U. T. A., using the name of the U. T. A. as the name of their organization, and displaying the U. T. A. crest wherever they chose to do so.

Does disapproval of such practices consist of passive recognition that they exist without drastic action to separate them from the name of the United Typothetae of America? Even though the officers and other members of the U. T. A. may have been ignorant in the past of the fact that such practices were being carried on by groups of men joined under the Typothetae banner, the Federal Trade Commission has changed that. It is now a matter for general discussion and action.

There is much to be said of the point of view of the printer who has taken advantage of organization to meet unfair, price-cutting competition. In the past he has found himself in one of the most difficult business situations any business man has ever had to face. Let it be said, frankly and openly, that he has gradually emerged from a deplorable condition of price chaos, not only through cost-finding, better understanding of credits and collections, and more efficient productive methods, but also through some sort of quiet agreement on prices.

If a dozen printers in a town, getting together on the proposition that they will not sell at a price lower than

good business principles dictate, taking into account individual variations in price due to variations in plant efficiency, may be called "price-fixers" then their "price-fixing" is a virtue beyond all point of argument, and benefits not only their industry but the community which must deal with those particular representatives of their industry.

But when this co-operation becomes collusion and operates so strongly that it stultifies individual efforts to bring about lower prices through lowering costs, or when it threatens the business life of a man engaged in legitimate business pursuits outside the group, it becomes a vice and a menace both to the industry and to the community.

The officers of the U. T. A. say that they are powerless to stop such practices even where they know that they exist, since the constitution makes it impossible for them to exercise any disciplinary control over local associations. Here is a direct lead for the members of local associations and members at large to back up their officers with authority to take away the U. T. A. charter from any local whose abuses of the power of organization are so flagrant as those which have been shown to exist in the cities mentioned. They have no place in an association whose avowed purpose is to raise the ethical, business and artistic standards of the printing industry.

If Type and Architecture Are Alike— Let's Boost for Both

DOCTOR Pierce Butler, librarian of the Wing Foundation of the Newberry Library of Chicago, has an idea which promises an interesting discussion. Not long ago he said:

"For a long time I have felt a desire to carry out a plan of study to compare periods in type design with periods in architecture. It seems to me that they have a very definite connection. I can point out to you similarities between certain faces of type and Doric, Gothic, and even Spanish Mission styles of architecture. It is only another evidence that the principals of design are identical regardless of their forms of expression."

Ever since he said that we have hoped to be able to give the readers of BEN FRANKLIN MONTHLY a more detailed account of Dr. Butler's thought along this line in an article signed by himself. Just now, we understand, he is in Europe, but when he returns perhaps he can be prevailed upon to write it.

Meanwhile, his suggestion is recalled by an agitation in Chicago to save for the city and the world one of its most famous buildings, a building which, although it is fast falling into decay through lack of care, is reputed all over the world as one of the most beautiful ever built. This is the old Fine Arts Building of the World's Columbian Exposition, later used to house the Field's Museum until the new Field's Museum Building was completed in Grant Park.

There the empty old wreck stands in Jackson Park like ruins of glory. It will take more than a million dollars to restore it and maintain it in its original architectural beauty. Nevertheless, certain groups of Chicago people are trying to raise the money which will keep it from destruction.

Is it stretching the limits of your patience—you disciples of the art preservative of all arts—to suggest that your influence and your support be placed behind this movement to preserve so fine a type of the architectural art—the art which Dr. Butler says is so closely akin to the art of type design?

Mixing Business and Ideals

THIS should be on Will Ransom's page. But Will Ransom is too modest to do the subject justice, and anyway there's a moral in it, so the editor has to be the preacher and get it in with all the other sermons on the editorial page. (Every time he writes an editorial he pulls a long face and listens for the choir leader to cough as a reminder that it is time for him to stop so the choir can get in its act.)

This is simply to point out a book store where ideals about printing have been mixed with the business policy which sings day after day, "Pay the rent or out you go! Pay your light bill and your gas! Meet your payroll, else, you know, sorry things will come to pass! And when you have paid them all, there is one thing more to do—store away that thing they call 'profit'—or good-night for you!"

The store is the Walden Bookshop which has just published a little book about John Reed. The noteworthy thing about it is that the book was printed by Will Ransom and his hand press, which means that it must be sold for more than a book of its size would bring from anyone who was not in love with beautiful printing. But it is unusually beautiful printing, as this title page shows.

In a way, we presume that it is something of an experiment. The Walden Bookshop wants to find out whether there are enough people in the world who love beautiful printing to make beautifully printed books practical business projects. This edition is limited. The price is one dollar.

We hope that it will have been exhausted before this little sermon reaches the back pew in our church. And

JOHN REED *Under the Kremlin*

By LINCOLN STEFFENS
*With an Introduction
by CLARENCE DARROW*



Printed by WILL RANSOM for
THE WALDEN BOOK SHOP
307 Plymouth Court, CHICAGO

This is the design from the title page, actual size. The margins are not indicated. In the original the Walden mark is in red.

then we hope that some of you fellows who are reading it and who enjoy beautiful specimens of the art which you follow will send on your dollars to the Waldens, either direct or through BEN FRANKLIN MONTHLY, and have them sent back to you with regrets, because we would like to see overwhelming evidence that there is encouragement among printers for unusually well-printed books and booklets.

Probably there are a few copies left. At any rate, you might take a chance.

What of the Chicago Situation?

THE Franklin Typothetae of Chicago has before it, for action at its next regular meeting, a resolution, which, if adopted and put into effect, may result in the separation of that body from the United Typothetae of America. The adherents of the resolution feel that activities which have to do with the labor question should be utterly divorced from the activities of the U. T. A. and its local associations. In addition to this the phrase in the resolution "the satisfactory adjustment of dues and organization activities" hints at dissatisfaction in the minds of Chicago members at certain policies and activities of the international organization.

Here is a case in which honest differences of opinion are evident. The U. T. A. is not in the position of the king who can do no wrong. Since it is made up of human beings (the only species of animal which ever uses a rubber eraser), as a body it doubtless makes mistakes as its individual members make individual mistakes. These mistakes, or these things which may seem to individuals to be mistakes, are open to honest criticism. Its officers as individuals have shown themselves to be generously open-minded enough to listen to such criticisms and meet them fairly.

But assuming that there is need for reorganization within the parent body the way to bring it about is not through resignation.

It is rumored about Chicago that there is dissatisfaction among the members of the Franklin Typothetae, not only

on account of the existence of the two labor divisions within the parent body, but also because of certain extravagances which are felt to exist in the operation of the international offices.

Here and there are heard mutterings against the maintenance of the department of industrial information and the department of organization. Compositely, these have all found expression in the resolution presented to the Chicago association at its last meeting.

But the way to satisfaction of these complaints (repeated with emphasis!) is not through resignation. Chicago's printing industry is growing rapidly. Today it is one of the great printing centers of the world. As such, its influence should be felt not through a purely local association which would tend to build a wall around Chicago printers—a wall which would encompass a self-satisfied group unmindful of the troubles encountered and the advances made by the rest of the world's printers.

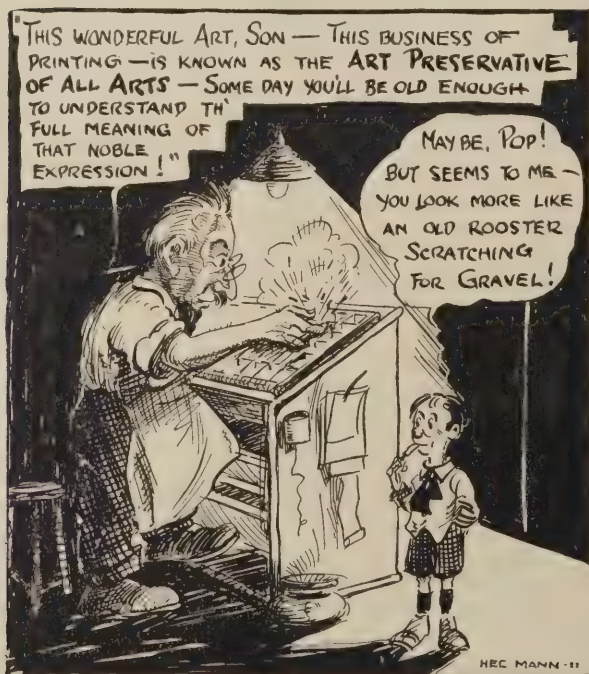
There is a better way than that. It lies through a path created by an awakened interest in the United Typothetae of America on the part of Chicago's printers. It is not enough in an organization for an individual member to pay his dues and then complain or be happy ever after. Unless he knows what it is for which he is paying his dues—unless he has an active voice, motivated by his intimate knowledge of the situation, in the spending of his dues, he is a potential menace to his organization.

It is to be hoped that resignation by the Franklin Typothetae of Chicago will not be considered seriously. But it is as greatly to be hoped that those who favor resignation and those who do not, will analyze their feelings carefully before next October, back up their judgment by careful inquiry into the situation which they are criticizing, and go to Cleveland armed with a constructive program for betterment, instead of a purely destructive policy of complaint and resignation.

When they have done that they may with the utmost sincerity demand changes, which is their right. They may suggest, with considerable force back of the suggestion, even radical reorganization. But it is a safe prophecy that they will not favor resignation, for they will have decided that the U. T. A. is fundamentally too big a thing and too good a thing to throw down in a moment of impulsive criticism.

Fill Up Your Cases Pop!

—By Hec Mann



A Secret of Beauty

VARIOUS folklores preserve the ancient superstition that if a living being were walled up in masonry, the building would acquire a soul. There is a big truth in this superstition when applied to any work in industrial art. A good product derives its beauty, its unique value as against its merely tangible market value, from the fact that its maker has truly put into it something of himself—his vision, his patience, his love for beauty, his conscience.

—The Linotype Bulletin.

"Those who think that old ways are better than new ways should study the scrap heaps about progressive plants," says *Ad-Points*, house organ of the Stewart Simmons Press of Waterloo, Ia.

Tolerate no uncleanness in your body, clothes, or habitation, was one of Ben Franklin's rules for success, and few men have understood the secret of success better than he. What's on your program for July 8?

With every exertion the best of men can do but a moderate amount of good; but it seems in the power of the most contemptible individual to do incalculable mischief.

—Washington Irving.

RANGER COVER



A NOTE of unusual character
is imparted to Booklets and
Catalogs bound in Ranger Cover.

*Ask your Ranger Agent for
samples, dummies and prices.*

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why say more
when SUPERIOR
finished product
speaks for itself?

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to the house that
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Federal Trade Commission Examines Printers in Portland and Seattle

THE second chapter in the story of the fight which the Federal Trade Commission is waging against the issuance of the Typothetae Standard Guide and other activities of the U. T. A. closed in Seattle, Washington, May sixth, when the hearings which had been held in that city, following similar hearings in Portland, Oregon, and Chicago, Illinois, were adjourned "to such time in the City of Washington as may be fixed upon, five days' notice from the examiner to be given, during the early part of June." The hearings in Seattle consumed three days, May 4, 5 and 6; those in Portland, Oro., two days, May 2 and 3.

Edward T. Miller, secretary of the U. T. A., attended both of the western hearings, accompanied by Chester A. Legg, attorney for the U. T. A. and other respondents. Both in Portland and Seattle the price lists in use by members of the local Typothetae and the Typothetae Standard Guide played leading roles as evidence introduced by the Commission. Also local activities involving estimates for members and alleged "protection" of printers against the loss of old customers was brought out.

In Portland Raymond Fennell, secretary of the Portland organization, testified to the practice which members of that association have followed of reporting bids to the local headquarters office, and in some cases asking the local office for estimates on jobs. He told also of making estimates as the basis for competitive bids for several members.

A former member of the Portland Typothetae was also called to the stand to testify as to a practice of protection for members through reported bids. He said that on regularly recurring work the member who first had a job was assured it the second time by the higher bids made by other members.

Both in direct and cross examination it was shown that these practices were entirely local and where followed it was by groups within the local Typothetae and that they were actually contrary to the code of ethics of the U. T. A., although members of the local association were by virtue of their membership members of the parent body.

In Seattle, Wash., the Federal Trade Commission caused a sensation by producing a printed set of rules which the attorney for the Commission attempted to prove were or had been rules of the Seattle Typothetae. These rules, as printed, concerned the reporting of bids to headquarters, the protection of members against the loss of old customers, and other such practices.

One former member testified that these rules had been handed to him by the local Typothetae secretary at an organization luncheon, but that they had never been officially adopted by the organization. And here, as in Portland, it was pointed out that these were purely local activities, and contrary to the expressed purpose of the international organization.

The hearing which was to have been held in Chicago beginning May 16 was dispensed with upon the Typothetae's admission into the record of certain extracts from reports of U. T. A. meetings which the Federal Trade Commission desired as evidence.

To date the United Typothetae has not been allowed to put any witnesses on the stand. This will occur after the Commission has finished the examination of its witnesses, in case the examiner feels that the Commission has sustained the charges in its revised complaint.

Locals Getting Ready for U. T. A. Convention

MANY of the local associations of the U. T. A. are already active making plans to attend the U. T. A. convention to be held at Cleveland in the fall. This activity is taking the form of propaganda in local bulletins and the appointment of committees, whose duties it will be to urge members to go to Cleveland and make arrangements for their going in a body.

Such a committee has been appointed in Columbus, O., and consists of J. D. Bratton, L. M. Rodenfels and H. W. Waters. The committee will make all hotel reservations for the Columbus delegation and will also arrange transportation either by train or auto.

"Printed Salesmanship, Inc." Organized in New York

PRINTING can be sold to the customer according to its value for advertising, according to the belief of the New York Employing Printers' Association. Acting upon this belief the association formed a new company called "Printing Salesmanship, Inc." at a meeting May 4.

Inasmuch as the by-laws of the New York Employing Printers' Association prevent it from operating at a profit, the new organization is distinct and separate and will operate as a unit to foster the printed salesmanship campaign of the American Writing Paper Co. and to establish a service bureau for its stockholders. This will be paid service and the profits derived from it will be distributed as dividends.

The new body will have its own director and employes, consisting of artists, copy writers, and expert layout men.

Clean~up DAY

July
8th



"Tolerate no uncleanness"
~ Ben Franklin ~

GEORGE PULLMAN

OF THE PULLMAN CAR COMPANY,
ONCE SAID:

"I owe whatever success I may have had, to my appreciation of the Commercial Value of Beauty."

WHEREVER evidence of such appreciation is found, there, is an opportunity for business worth having. As a printer, you can add nothing to the beauty or utility of your customers product, but you can help to make his catalog and sales literature doubly effective by recommending and using a paper which will reflect the quality of his goods and the character and standing of his business. The public no longer associate high-grade products, with cheap or ordinary paper. Do as hundreds of other printers are doing—select Dejonge ART MAT, "The Tiffany of Coated Papers," for work of this kind. ART MAT is a semi-dull coated paper possessing distinctive individuality. A paper that really invites the eye. Easy to print and delightfully easy to read, ART MAT appeals to those who place quality before price. For illustrations in one or more colors, ART MAT acknowledges no equal.

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and authorized agents*

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NEW YORK PHILADELPHIA CHICAGO

WHITAKER PAPER COMPANY
CINCINNATI AND ALL DIVISIONS

ZELLERBACH PAPER COMPANY
SAN FRANCISCO AND ALL BRANCHES

R. M. MYERS & COMPANY
ROCHESTER, NEW YORK

UNITED STATES AT LARGE

Printing Industry Represented at Masonic Fashion Show

When the combined Masonic lodges of New York City put on the First Annual Fashion Exposition and Beauty Bazaar for the benefit of Masonic hospital activities, at Madison Square Garden, May 8 to 13, the printing industry was well represented, and did much to make the exposition a success.

One of the most attractive and best patronized booths of the show was that of the Printers' Square Club, an organization composed of Masonic members of the printing and allied industries. That booth, equipped with a new Model 14 Linotype and conducted by a large staff of enthusiastic printing boosters, was surrounded afternoon and evening by countless hundreds eager to respond to the offer of "Your name and the Masonic emblem on a Linotype slug for ten cents."

Several expert operators from big metropolitan plants kept the Linotype turning out a steady stream of ordered lines. A small platen press was available for the printing of cards from the slugs of those who wanted cards, at the rate of twenty-five cents the dozen.

The machinery, accessories and supplies used at the booth were loaned or contributed without charge by various business concerns, and the services of the workers were bestowed gratis.

The Linotype was loaned by the Mergenthaler Linotype Company. The Blatchford Metal Company donated a supply of metal. The press was loaned by Conner, Fendler & Company, and a cash register by the National Cash Register Company. The Hiram Sherwood Printing Company donated a supply of paper; the Flower Steel Electrotypes Company, several electrotypes, and the Cohn-Atlee Press, a quantity of printing.

Walter J. Henrich is president of the Printers' Square Club; George Milligan, vice-president; John B. Post, secretary. President Harding is an honorary member. The publicity committee in charge of the club's booth was composed of Alexander S. Cohan, Joseph Stumpf, and Abram Ward, operator in charge.

The Linotype was installed in record time on the morning of the opening day, under the direction of Martin Feinblatt of the Linotype Company. Among the thousands of persons who visited the booth were many printers anxious to see the latest Model 14 Linotype in action. Demonstrations were given of the ease and speed with which any of its magazines can be changed from the front of the machine.

The exposition as a whole was a great success financially and fraternally. Many thousands overflowed the mammoth show-place daily. The total receipts exceeded expectations.

Edwin Clark, eighty-eight years old, publisher of the first daily newspaper in Minneapolis, secretary of the Minnesota Territorial Pioneers' Association, died in that city April 27. He had been in failing health for the last year. Last fall he had a severe attack of bronchitis. Several weeks ago, after slight improvement, he suffered a relapse, and his death last week was not unexpected.

Prints Two-Color Newspaper on One-Color Press

In small combination newspaper and job printing plants the old saw "necessity is the mother of invention" has played an important part. From Douglas, Ariz., through the columns of the *Douglas Daily International*, comes a story of how inventive effort solved the problem of printing two colors at once on a press intended for one-color work only. The *International* story follows:

"To the layman this, perhaps, means little. To printers and publishers in the Southwest, and all over the country for that matter, it is an unusual display of mechanical skill.

"The two-color process was accomplished by using a four-page roll and a system of webbing the paper. The process of webbing is intricate; in fact so intricate that great care was used to prevent web breaks. The paper was webbed through one side of the press and, at the point where it entered the former for trim and fold, it was reverted down the other side of the press which contained the second form for red. The ink fountains were cleaned and metal partitions molded to divide the colors.

"All credit for the creation of the two-color process shown on the *Daily International* cover today is due to Wayne Forney, the paper's pressman, and Elvis Barnes, superintendent of the mechanical department.

"To the reader who knows nothing of the intricacies of the printing business the accomplishment simply means that a press built and manufactured to print only one color at a time has been made to successfully print two colors at a time and register a perfect impression.

"To printers and publishers who read this story, the trials and tribulations of using the two colors borders almost on the tragic. Experiments with the two-color process proved that on a four-page roll 'bull lines' could be made to register so accurately that it took a pica rule to reveal the off.

"By making a number of mortises the trouble was eliminated.

"To the advertiser it will be information that should he desire to print a two-color circular, or even a page advertisement, the work can be done at a nominal figure over the original cost of one-color work.

"The greatest trouble to be experienced in using the two colors is in preparing the press for the ordeal. However, after one successful experiment is made the press can be made ready for the two-color process within forty-five minutes.

The strike in Grand Rapids in the photo-engraving industry entered upon its fifth month the first of May. In five shops the union employees are out, having been called from work when the employers advertised they were running under the American plan. On May 3rd Matthew Woll, president of the International Photo-Engravers' Union, paid his second visit to Grand Rapids within the past six weeks and addressed the men. An international organizer has been in the city almost continuously for four months. Grand Rapids, when the strike was declared, employed less than twenty union men.

On May 4th a party of five from the Grand Rapids printers' organization drove to Muskegon for the purpose of helping the local open shop printers' organization celebrate their first anniversary. President C. C. Cargill was accompanied by Vice-president A. S. Hicks, Harold Bale, R. Rowlson and Secretary Henry Allen. Dinner was enjoyed at the Occidental hotel, after which speeches were made.

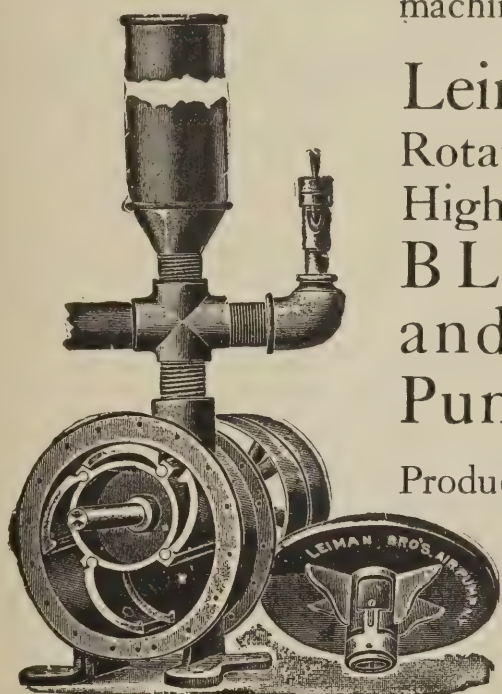


Printers' Square Club Booth at Masonic Fashion Show

A Revolution in Printing Methods!

Displacement of the human press feeder means lower costs in printing---means increased production, increased income for the printer.

An advance as important as typesetting itself. But it must be done by using a rapid and reliable paper feeder for the printing press, ruling machine or folder.



Take up their own wear by the action of centrifugal force.

Leiman Bros.
Rotary Positive
High Pressure
BLOWERS
and Vacuum
Pumps

**10
Sizes**

Produce a steady air blast to loosen the paper sheets on the pile and a constant, never-failing vacuum to carry the sheet along. No speed too rapid for these pumps.

The wings are hinged to the piston producing an easy action, scooping up the air and are held against the cylinder by the rotating force.

Also Used For Agitating Electrotpe Solutions

Among the feeders, folders and rulers using the machines are: KELLY DEXTER, HICKOK, FROHN, MIEHLE, MEISEL, COTTRELL DUVAL, HALL and many others. Get your feeder right---see that it has one of these air pumps---you'll be delighted with the service.

Leiman Brothers BE5-81 Walker Street
NEW YORK

MAKERS OF GOOD MACHINERY FOR THIRTY-FIVE YEARS

Another Graphic Arts Exposition

With plans going ahead lustily for the Boston Graphic Arts Exposition in August, news of another printing show to be held in Philadelphia in September comes as something of a surprise. The newly announced project is called the Philadelphia Graphic Arts Exposition and will be held at the Commercial Museum. The exact dates have not yet been announced.

Although the show is several months off, plans are already well defined, according to its promoters, for a complete showing of the newest and best in Graphic Arts in its various phases of equipment, craftsmanship, raw materials and the finished products. The purpose of the display is epitomized in its slogans: "Good equipment, good craftsmanship, good ink, good paper," and "By all means use good printed matter."

The show will be a telling exposition of what private initiative can do and will carry with it the substantial weight and prestige that goes with the endorsement of the Philadelphia Typothetae and the Advertising Crafts Club.

The exposition is in the hands of J. H. Goodwin, its active organizer, former advertising manager of the Kansas City Post and now publisher of the Textile Digest, who has achieved a considerable reputation for his successful directing of some of the largest expositions ever held in Philadelphia.

Persistent, consistent and insistent advertising is the theory of Dave Theophilus, a grain elevator operator of Howard, S. D., who has carried the single line reading "Dave Theophilus sells salt" continuously in the Howard papers for the last twenty-four years. Mr. Theophilus has receipted bills to show that in nearly a quarter of a century the ad has cost him approximately \$60. He estimates it has been the means of selling thirteen thousand barrels of salt, besides indirectly aiding in many other sales.

The sixty-sixth annual meeting of the New Jersey Press Association will be held at the Pocono Manor Inn, Pocono Summit, Pa., June 23 to 25. This is the ideal section of the Pocono mountains, and is accessible from all parts of the state in two or three hours, either by the Lackawanna or the Pennsylvania railroad, as well as by automobile. This is the hotel where the meeting of the association was held two years ago, and so popular was the Manor on that occasion, a large number of the members expressed the desire to go there again.

The Pittsburgh Club of Printing House Craftsmen was entertained by "The Graphica," an organization of the students and alumni of the School of Printing, Carnegie Institute of Technology, on Thursday Evening, May 18, in the Grill Room of the Hotel Schenley. An interesting, educational and inspiring address was given by F. F. Nicola, president of the Miller Saw Trimmer Company, on "The Valuation of Individuality," after which a Raspberry Party was held, when many of those present heard their faults and follies told them in song.

E. F. Sutton, as representative of the U. T. A., told of the good work of their organization along educational lines, when the meeting adjourned and a get-acquainted hour took place.

American Farm Equipment is the name by which the farm equipment-hardware edition of *Commercial News*, Sioux Falls, S. D., will be known hereafter. This trade

publication, established in 1898, will be confined to matters of interest to the farm equipment, hardware and building material dealers.

No change will be made in the regular edition of *Commercial News*, which serves general merchants, dry goods dealers and grocers in its territory. *Commercial News* is official publication for the Retail Merchants' Association of South Dakota.

Wm. Y. Dear, president of the Hudson County Typothetae, has sent out an official notice stating that the resignation of Gerald D. Woodruff as secretary-manager of that Typothetae has been accepted and that Edwin E. Salt has been appointed to fill the position, effective May 15th. Mr. Woodruff returns to Lincoln, Nebraska, where he will again become affiliated with the Woodruff Printing Company.

Former Secretary Gerald D. Woodruff was presented with a beautiful Howard watch by members of the Hudson County Typothetae in appreciation of the good work which he has done while acting as the executive officer of that organization during the past two years.

At the recent meeting of the Southeastern Typothetae Federation, \$15,000 a year for three years was pledged by members of the federation to equip and operate the technical and training school for printers at Nashville.

Industrial Review

(From the U. T. A. Industrial News Letter)

According to the United States Employment Service, the number of workers employed in sixty-five principal industrial centers of the United States showed a net increase of 2.5 per cent from February 28 to March 31, 1922. Increases were reported by forty-three cities and decreases by twenty-two. Industries reporting increases were: land transportation, iron, steel and metal products, stone, clay and glass, lumber, railroad repair shops, tobacco manufacture, liquor and beverages, and paper and printing. Leather, textiles, chemicals, and food and kindred products showed decreases in employment from February to March.

An increase of 1.6 per cent in number of employees in representative establishments in Illinois during March was reported by the Illinois Department of Labor for all industries. Printing and bookmaking showed a decrease of 5.5 per cent in the number of employees during the month.

Paper and printing showed a slight increase, less than half of one per cent, in number of employees from February 28 to March 31, 1922, according to the United States Employment Service.

For March 1 the average level of retail prices of all the commodities in England taken into account in the statistics prepared by the Ministry of Labor, including food, rent, clothing, fuel, light, and miscellaneous items, was about 86 per cent above that of July, 1914, as compared with 88 per cent for February 1. The highest point reached by the figure was 176 per cent above the July, 1914, level in November, 1920.

The average cost in sixty Canadian cities of a family budget of staple foods was \$10.54 for March as compared with \$10.61 for February. The chief changes were in eggs and dairy products. The total weekly

budget of food, fuel and rent averaged \$20.96 for March as compared with \$21.07 for February.

The retail food index issued by the U. S. Bureau of Labor Statistics shows that there was a decrease of 2 per cent in the retail cost of food to the average family in March as compared with February for the country as a whole. During the month from February 15 to March 15, the average family expenditure for food decreased in fifty cities from which reports are received and increased in one city. In Springfield, Illinois, there was an increase of less than half a per cent. The decreases ranged from 4 per cent in Buffalo and Manchester to less than half a per cent in St. Louis.

Decisions in labor cases reported by *Law and Labor* for April are:

Consent decree in the bricklayers' case. Contracts between a trade union controlling from 75 to 90 per cent of the labor in a particular trade and associations of employers, whereby the members of one agree to work for, and the members of the other to employ only, the members of the other, and rules enforced by the union prohibiting work on non-union made materials and limiting output, restricting thereby trade in commodities moving in interstate commerce, violate the Sherman Act. The entry of a decree prohibiting such practices was consented to by the bricklayers' union. *United States v. Bricklayers', Masons' and Plasterers' International Union*. United States District Court, New York City.

Supreme Court will not review the constitutionality of the Kansas Court of Industrial Relations on an appeal in contempt proceedings, *Howat v. Kansas*. U. S. Supreme Court, March 13, 1922.

Striking deliverymen commanded to deposit their route books in court. These books are the only record of customers and also the only record of percentages of collections due the drivers. *Borden's Farm Products Company v. Sterbinsky*. Supreme Court, Kings County, New York. (117 Misc. 585.)

Industrial Disputes Investigation Act of Canada construed. A contract fixing wages for a definite period and providing for negotiations for a further contract upon the termination of the existing agreement, contemplates that at the expiration of the existing agreement wage rates may be changed. Therefore, the announcement of reduced wages following the failure of negotiation is not a violation of the Industrial Disputes Investigation Act requiring thirty days' notice of proposed changes in wages. *Baxter v. Dominion Coal Company*. Supreme Court of Nova Scotia, January 12, 1922.

Picketing limited to two pickets at each gate. *Wheeling Steel and Iron Company v. Gemas et al.* U. S. District Court, Southern District of Ohio, March 3, 1922.

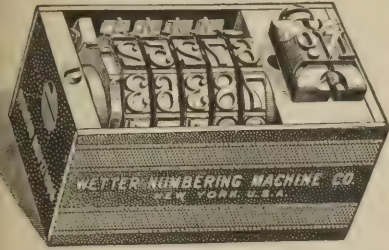
French court fines union member for disobeying strike order. *The Master Tulle Makers' Union of Lyon and vicinity v. Various Dissenters*. Civil Court of Lyon, France, November 19, 1921.

Damage awarded for delay in transporting cattle due to strike, where railway company fails to use reasonable diligence in supplying the places of the striking employees. *Panhandle and Santa Fe Railway Company v. Thompson*. Court of Civil Appeals, Texas. (235 S. W. 913.)

A boycott by insurance companies held unlawful. *Griffin v. Palatine Insurance Company et al.* Commission of Appeals, Texas. (235 S. W. 202.)

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Impression
Profit

WETTER



All Dealers
Sell Them
Send for Catalog

NUMBERING MACHINES:

Wetter Numbering Machine Co. Atlantic Avenue and Logan Street Brooklyn, N. Y., U. S. A.

High Grade Printers' Rollers

contribute an important part to first-class
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554-570 W. HARRISON STREET
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PHONES: WABASH 2249-1967

Genuine Economy

When you get type from the machine that is as near perfect as human effort can make it you do not have to be a mathematician to figure out that you are saving in makeready, etc., i. e., Money.

When slugs are all the same height the life is prolonged. Runs of 100,000 to 200,000 from our linotype are common occurrences with our customers.

Ask any buyer of MATHEWS SERVICE what he thinks of our product.

Our hard metal foundry type is meeting with like success by its users.

Mathews Typesetting Company

Phones Harrison 2083-4086

626 Federal Street

Ed Towse has been elected president of the Honolulu Advertising Club to succeed Vaughan MacCaughy. He had no opposition, as Lorrin A. Thurston, the only other nominee, had withdrawn. Other officers elected were: G. Stanley Mackenzie, first vice-president; K. C. Leebrock, second vice-president, and Henry Bredhoff, secretary-treasurer.

The Edwardsville Republican, one of the oldest weeklies in Illinois, has been sold by L. C. Heim to Paul Brindel, and the new owner is in charge.

K. L. Noone, for over fifteen years connected with the American Newspaper Publishers' Association in their headquarters office, has recently joined the creative staff, as assistant to Robert E. Ramsay, vice-president, of James F. Newcomb & Co., Inc., 441-447 Pearl street, New York, N. Y., planners and producers of direct advertising, house organs and general printing.

R. W. Van Valer, who for several years has been secretary of the Ben Franklin Club of St. Louis, has resigned his position with that organization and has returned to his home in Bloomington, Indiana, where he will engage in the printing and stationery business. William Guy Martin, formerly secretary of the Seattle, Washington, Typothetae, succeeds Mr. Van Valer.

The American Writing Paper Company has permanently in St. Louis now, U. R. Bruer, who is a field representative of the department of general service. Mr. Bruer will work with the printers of St. Louis through the Ben Franklin Club and the job in connection with the A. W. P. Co. He is particularly interested at this time in assisting in the Printed Salesmanship Campaign.

"Ladies' Night," held under the auspices of the Grand Rapids Printers' Association on April 27, proved to be a great success in every way and reflected credit on the entertainment committee of which Henry Schuil was chairman. The event was held at the banquet hall of the Association of Commerce. President C. C. Cargill presided over a gathering of more than a hundred. While an appetizing banquet was being served the St. Cecilia quintet furnished a program of music.

After dinner President Cargill introduced Secretary Henry Allen, who acted as toastmaster. Fred W. Gage of Battle Creek was the principal speaker. His subject was "The Importance of the Printer." As Treasurer of the U. T. A., "Dad" spoke of the work of that body and predicted that the present hearing of the Federal Trade Commission would give the organization a clean bill of health and strengthen its importance in the future.

Copies of newspapers from thirty-four foreign countries represented at Washington, D. C., officially, together with a letter of greeting to the Oklahoma editors from the ambassadors, ministers and official representatives, were displayed at the Oklahoma Press Association convention in Ponca City, May 12-14.

A voluntary reduction of wages for job printers in Denver from the existing scale of \$44 a week to \$42 a week was voted at a meeting of Denver Typographical Union No. 49 on May 7. The vote is said to have been 111 to 35. The printers took a reduction from \$45.50 to \$44 four months ago.

William P. Perry, treasurer of the Esleek Manufacturing Co., Turners Falls, Mass., died on the twenty-ninth of April.

CANADIAN AND FOREIGN

The Federation of Master Process Engravers of London recently elected as their secretary A. E. Dent, who is now established at 329, High Holborn, where the Federation has for the first time offices of its own devoted exclusively to the work of the process trade.

Robert Ashbery Tidmas, for thirty-six years country representative of Messrs. Eyre and Spottiswoode (Bible Warehouse), Ltd., Paternoster-row, E. C., has died in London.

All paper jobbers in Montreal, Que., and Toronto, Ont., Canada, have granted the retail price list for paper, according to the U. T. A. *Weekly Headquarters Letter to the Field*.

In the course of a tour of the world on behalf of the Labor Department of the United States Government, Charles Francis, of New York, arrived in England (by aeroplane from France), after traveling for nearly two years, during which time he has visited Japan, Australia, Tasmania, New Zealand and South Africa, as well as many European countries. Mr. Francis, whose house of business, the Charles Francis Press, is one of the largest printing offices in New York—therefore one of the largest in the world—is a veteran printer, whose name is honored throughout American printedom.

The annual meeting of the South-Western Alliance of the Federation of Master Printers was held at Bristol on May 8, when R. C. Hobbs, the vice-chairman of the Alliance, presided at the lunch given by the Bristol Master Printers' Association, and Frederick Steel presided at the meeting which followed.

The Japanese market is reported to be understocked with paper, but fully supplied with dye-stuffs.

Lord Burnham, as president of the Empire Press Union, presided over a meeting of the Dominion and Colonies and Indian Section of the Royal Society of Arts, at which Professor W. H. Eccles, F. R. S., vice-chairman of the Wireless Telegraphy Commission, spoke on the subject of Imperial wireless communication.

Lord Burnham said he did not think the broadcasting of news would be much of a danger to the press as an alternative method of public information.

Sir John Leigh, who has been returned unopposed as Conservative member for Clapham, recently attracted considerable public attention by the purchase of the *Pall Mall Gazette* and *Globe*.

J. MacLehouse, M. A., LL. D., visited Penrith on the ninth instant, thus completing his presidential tour of the twelve Alliances of the Federation of Master Printers.

Messrs. Martin and Clarke, wholesale paper merchants, 3, Joiners' Hall-buildings, Upper Thames-street, London, have issued their May stock and price list, printed on Purley Linen bond paper, for which they are the sole agents. Among the additions to the regular stocks is a good line of Drying Royle under the same heading as blottings. The list comprises a fine range of banks and bonds, copyings, manifolds and tissues, printings, writings, wrappings, etc.

Lieut.-Col. J. R. Truscott, president of the London Master Printers' Association, attended a meeting of the Association of Master Printers of South-East London on May 9. Some interesting discussion, mostly of a private character, ensued on the subject of the wages negotiations and the position produced by the withdrawal of Lord Northcliffe's papers from the Newspaper Proprietors' Association.

On May 1, the directors of the Co-operative Printing Supply, Ltd., of London and the companies associated therewith, namely Richmond Hill Printing Works, Bournemouth, the Barham Press, Handel street, W. C., and the Rand Advertising and Sales Service, Ltd., entertained in a most sumptuous manner their employees and friends to tea at the Fusiliers' Hall, Handel street, secured by kind permission of Col. W. R. Glover, C. M. G., D. S. O., T. D. Tea was followed by a concert, under the direction of J. A. Rowles; the secretary, Miss Webb, was the genius responsible for the fair. The concert party, known as the "Follettes," were, as amateurs, really good, Miss Rose Luff, Frank Hunt, Billy Warren, and Edwin Evison supplying the humorous items, whilst Tom Turner, Miss Eva Littlewood, Miss Ida Moores, and Miss Gladys Culley contributed to the more or less serious side of the program.

Peking News, published since the sixth century, is said to be the oldest newspaper in the world.

A law prohibiting strikes and providing for arbitration has been passed in Roumania. All strikes are prohibited until the conciliation machinery set up has been tried. Compulsory arbitration is established, and strikes are absolutely prohibited in the government service and in commercial undertakings where strikes might endanger the life, liberty, or property of the population or of the country. When a dispute arises in any plant, the employees select a delegation of two to five persons who meet with the employer and a delegate of the secretary of labor to attempt to settle the difficulty. If conciliation fails, an arbitration commission is selected, two members chosen by the employees and two by the employer, with a president agreed upon by the four members. The commission has power to make all investigations desired, and examine witnesses. Decision is by majority vote, and its acceptance is compulsory. Any person causing a strike in violation of this law shall be punished by fine or imprisonment. Failure to comply with any provision of the law is punishable by fine. Sabotage is made a crime, and sabotage during a strike constitutes a "high offense."

Before August, 1919, the eight-hour day was hardly under consideration in Japan. Following a strike in one of the largest ship yards in Japan in September, 1919, the company established the eight-hour day. In the following months many of the largest ship yards and factories took the same action, while several trade associations adopted the eight-hour basic day. The workers were chiefly interested in the eight-hour day as a means of increasing their earnings, by payment for overtime, which was very regularly worked. As a general rule, the introduction of the basic eight-hour day has not meant a reduction in wages, but it has resulted in reduction of average working hours. Reports state that the reduction in hours has not necessarily been followed by a decrease in total production. In some cases the percentage of absences has been considerably lowered by the change.

Is your printed matter truly representing you?

Does it reflect your commercial standing and impress your prospect with the worth of the merchandise?

Does it leave a strong *good* impression or a strong *bad* one? Does it yell your message with the discordant din of a back-yard controversy, or vividly present the proposition with the skill of the polished salesman?

Thirty per cent of the direct-by-mail literature is scanned but not read, because of its general appearance.

Thirty-five per cent is read but the message creates no lasting impression, because there is no distinguishing mark of quality that takes it out of the ordinary class.

You know how *you* feel when you get a printed message that is well written, attractively designed—good ink, good paper, pleasing color combinations, the *attention value* built right into it.

The printer can make your advertising a pulling-power or food for the waste basket; it all depends on the extent of his knowledge and skill of the craft.

Regan Printing House, 523-531 Plymouth Court, Chicago

Domestic Mills Paper Company

We have opened a branch in Chicago at 419 West Erie Street, in charge of

MR. CROMWELL JONES

We hope our customers will avail themselves of the improved service we are able to give from our Chicago stock.

96-98 READE ST., NEW YORK
CANAL 5180

413-419 WEST ERIE ST., CHICAGO
SUPERIOR 9033

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE
FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST
FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

**MARGACH AUTOMATIC
METAL FEEDERS**

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

Engdahl Bindery

412-420 Orleans St. (Just across the New Franklin-Orleans Bridge) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

*Edition
Book Binders*

Telephone Main 4928

CHICAGO

Franklin Typothetae of Chicago May Eliminate Labor Divisions

A sweeping reorganization program, involving a change in name from the Franklin Typothetae of Chicago to the Chicago Typothetae, elimination of labor divisions from the local association and possible resignation from the United Typothetae of America was presented to the members of the Chicago local May 25 at the regular May meeting of the Franklin Typothetae of Chicago.

The new program was put before the members in the form of a resolution embodied in a report to the association of the reorganization committee appointed on May 4 with instructions to submit to the membership a complete reorganization plan. The committee consisted of James Hibben, chairman, A. J. Brock, Luther C. Rogers, J. Harry Jones, Theodore Regensteiner, J. A. Singler, R. B. Nelson, Henry Loth and Theodore Hawkins.

The resolution, which occasioned considerable discussion and was finally recorded for vote at the next regular monthly meeting in June, was as follows:

"Resolved, That the Franklin Typothetae of Chicago be reorganized to be known as the Chicago Typothetae, this organization to eliminate from its activities all labor divisions and direct its efforts in conducting educational activities in the industry. To retain membership in the U. T. A. until the October convention in Cleveland, the retention of continued membership being contingent on the elimination of the labor divisions and the satisfactory adjustment of dues and organization activities."

The graduating exercises of the classes conducted by the Franklin Typothetae in costs, estimating and salesmanship were held immediately after the business meeting. In his speech of welcome, Layton S. Hawkins, director of education of the U. T. A., told the classes something of the work of the United Typothetae, saying, "the printing industry is setting the pace in the trade organizations of today."

W. B. Patterson told members of the classes to start out with some definite plan in their work and if they should get off to start over again. The way to test your plan is to view it from a distance and see how it affects others, he said.

The salesmanship class and the estimating class were represented by one member of each class who told what the class had done for them and expressed their appreciation for the instructors who had so faithfully spent their time with them. The estimating class presented their instructor, Edward Galloway, with a gold watch chain in token of his work.

Noble T. Praigg, instructor of the salesman class, and Mr. Galloway told of the pleasure that they had gotten from their work with the classes.

The classes were presented with diplomas by F. W. Smith, of the education committee.

About one hundred people attended the meeting.

The Domestic Mills Paper Co. of 96-98 Reade street, New York City, has opened a Chicago branch office at 419 West Erie street in charge of Cromwell Jones.

Chicago Incorporations for May, 1922

Moon Publishing Co., 1237, 30 N. LaSalle street, Chicago. Capital, \$5,000. Incorporators: H. C. Hunter, W. J. Terrell, H. L. Graf. Publishing and printing business. Correspondent, Luris & Fishel, 1237, 30 N. LaSalle street.

Lincoln Magazine Publishing Co., 26 East Huron street, Chicago. Capital, \$1,000. Incorporators: Joseph E. Jones, John J. Finlay, Arnold Joerns. Conduct publishing business. Correspondent, Howe, Fordham & Kreamer, 7 S. Dearborn street.

The Wholesale Grocer and the Retailers Journal Publishing Co., 190 North State street, Chicago. Capital, \$30,000. Incorporators: Pehr A. Pearson, J. W. Lowrie, Jeffrey Deprend. Printing and publishing business. Correspondent, Thos. J. Mullen, 19 North LaSalle street.

George R. Milan Company, 58 East Washington street, Chicago. Capital, \$24,000. Incorporators: B. C. Breyer, Ernest Peacock, John J. Bailey. Advertising and commercial illustrating business. Correspondents: Exselsen & Peacock, 1016, 30 North LaSalle street.

The Master Advertisers, Inc., 520, 155 North Clark street, Chicago. Capital, \$1,000. General advertising business. Incorporators: Leo Fischer, Udel Dazencels, C. A. Murphy. Correspondent, Bernard J. Mahoney, 520, 521 Ashland block.

The Hospital Buyer Company, Inc., 4759 N. Hermitage avenue. Capital, \$1,000. Incorporators: S. Dewitt Clough, Alfred S. Bardick, Claude O. Brown. Publishing business, advertising and printing business. Correspondent, Alfred W. Bays, 111 W. Washington street.

Parrish Press Publishing Company, 7928 N. Clark street. Capital, \$10,000. Incorporators: Mrs. Wm. Saunders, Elizabeth Welsh, Wm. Saunders. Printing and publishing business. Correspondent, Arthur J. Welsh, 1313, 105 W. Monroe street.

Radio Age, Inc., 64 W. Randolph street, Chicago. Capital, \$5,000. Incorporators: Frederick Smith, M. B. Smith, Ralph E. Batten. Publishing and distribution of radio magazine. Correspondent, Ralph E. Batten, 69 W. Washington street.

Chicago Rotoprint Co., 155 North Clark street, Chicago. Capital, \$100,000, and 3,000 shares no par value. Incorporators: Isidore Brown, Alex Markels, Abraham Miller. Printing, engraving, illustrating, etc. Correspondent, Isidore Brown, 602 Ashland block.

Urpila Publishing Co., 1250, 127 North Dearborn street, Chicago. Capital, \$20,000. Incorporators: Edith Cohen, Aaron Cohen, Harry H. Kahn. Publishing and printing business, etc. Correspondent, Adler & Lederer, 1301, 10 South LaSalle street.

Clifford Publishing Co., Inc., 308 S. Wabash avenue, Chicago. Capital, \$20,000. Composing, publishing and dealing in music. Incorporators: Tomaso, Jr., Marion Tomaso, J. Willis Dix. Correspondent, J. W. Dix, 10 St. LaSalle street.

Members of the salesmanship class conducted during the past year under the auspices of the Franklin Typothetae Association of Chicago, concluded the lesson year with a class dinner recently, at which the guest of honor was Noble T. Praigg, president of Praigg, Kiser & Company, who was the instructor of the class.

While, in reality, it was a final get-together session for the year, and more or less informal in nature, Samuel Drucker, of Drucker and Kelly, served as toastmaster, in the course of the evening presenting Mr. Praigg with a beautiful gold-lettered briefcase as a token of class esteem.

The Methodist Book Concern is planning a new home to be six or seven stories high at Superior street and Franklin court. The concern is now located at Rush and Superior streets.

Noble T. Praigg, formerly director of advertising of the U. T. A. and now president

of Praigg, Kiser and Co., Chicago, addressed the West Side Group of the Franklin Typothetae of Chicago on "Your Opportunity on the West Side" at their regular monthly meeting May 9.

The date of the first tournament of the Printing Trades Golf Association at Olympia Fields has been changed from June 15 to June 14.

The annual memorial exercises of Chicago Typographical Union No. 16 were held at Woods Theater, May 21, and were shared in by the Old Time Printers' Association, Clara Jane Shepard, vice-president and managing director of the Henry O. Shepard and Inland Printer Companies, headed the program.

E. E. Sheldon, of R. R. Donnelley and Sons Co., delivered an address on Apprenticeship Training at a meeting of the Central Pennsylvania Typothetae at Harrisburg, Pa., May 22.

H. L. Williams, formerly of L. P. Hardy Company of South Bend, Ind., has joined the staff of Poole Brothers, Chicago printers.

A. W. Hall and Company have moved into their new plant at 216 N. Clinton street. Their new location gives them more room and a daylight shop.

G. F. Roberts, formerly proprietor of the G. F. Roberts Printing Company, has sold his plant, including the *Weekly Reporter*, a South Side paper, to Harry Alkorn, who will carry on the business as formerly.

Another firm to move into larger quarters and add new equipment is the Charles A. Holyoke Press, formerly of 39 E. 111th street. The new address is 108th street and Michigan avenue.

Denny, Hilborn and Rosenbach, manufacturers of engraving inks, have moved to 318 W. Washington street.

J. W. Valiant, formerly of the American Multigraph Sales Co. and the Cleveland Folding Machine Co., has taken charge of the New York office of the Harris Automatic Press Co. On the eve of his departure from Chicago, Mr. Valiant was presented with a gold watch by several Chicago friends.

Barnhart Brothers and Spindler have recently issued a specimen book of type faces containing specimens of engravers' litho, steel plate gothic, and others.

The W. Q. Glass Paper Co. of Chicago announces the addition to its list of bond papers of unwatermarked "Civic Bond," 22x34 in 32 and 40-pound weights.

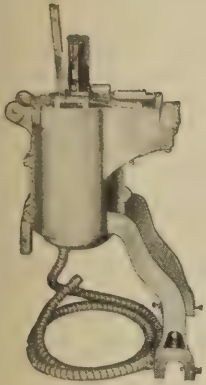
President J. Linton Engle of Philadelphia; first vice-president J. Clark Acton of Toronto, Canada; Treasurer Fred W. Gage of Battle Creek, and Secretary E. T. Miller held the regular monthly meeting of officers of the U. T. A. in the international offices on May 19 and 20.

Gould and Lang, formerly of 626 Federal street, have moved to 739-745 S. Clark street. The new telephone numbers are Wabash 2933, 2934 and 2935.

South Side Printing Co., Edward Edwards, is now settled in its new and larger quarters at 6309 Yale avenue.

• EXHIBITOR •
Boston Graphic Arts Exposition
 August 28 to September 2

Cline-Fortified Interchangeable Electric Melting Pot



Provides a perfect
 and automatic sys-
 tem of heat control.

Fits any standard
 typesetting machine.

CLINE ELECTRIC MFG. CO.
 CHICAGO NEW YORK

Patrician Cover [Art Laid Crash Finish]

A distinctive pattern, strong
 and durable, combining beauty
 and usefulness.

Made to withstand hard usage.
 Assures absolute protection to
 your booklet or catalog.

WRITE FOR SAMPLES AND
 QUOTATIONS

**Parker, Thomas & Tucker
 Paper Co.**



Wabash
 2630

520-526 So. Canal Street
 CHICAGO

Non-Distribution Systems—

WE have added a complete
 Monotype Non-Distribution
 System Make-up Department to
 our Linotype Composition plant.

We will maintain a complete Monotype
 Non-Distribution System in your com-
 posing room at no greater cost to you
 than your present cost of distribution.
 Let us give you special price determined
 by your own requirements each month.

We have large quantities of new type,
 leads, slugs, rules, spaces and quads,
 which we will sell by the pound or use
 in making up your jobs.

A. R. Buckingham
 15 S. Market Street
 Chicago

We Solicit Your Business



We Specialize in Printers' Waste Paper

Western Paper Stock Co.

1456 Indiana Avenue

Phones Calumet 4233-34

Established 1879

Reference: Corn Exchange Bank

Hook Up Your Sales Department with the Printing Trades Credit Association

IF THE element of credit were entirely disregarded by your sales department, can you imagine the appearance of your profit and loss statement at the end of the year? The Printing Trades Credit Association functions as a safety check upon the sales department of your business to prevent the taking of such accounts as are doubtful.

In any well organized printing concern, small or large, The Printing Trades Credit Association is closely related to the sales department of members of the Franklin-Typothetae of Chicago by insuring that money shall come back for the goods that the salesmen move out.

This service is at your beck
and call. Use it.

Call Harrison 6392
and ask for Kagey

Use the Service and protect
your business

**Printing Trades
Credit Association**

538 So. Dearborn St.
CHICAGO

WITH OUR ADVERTISERS

Barnhart Brothers & Spindler Exhibit at Arts Convention

Barnhart Brothers & Spindler, typefounders of Chicago, exhibited a complete school printing outfit at the Western Arts Association's convention held in the Ohio Mechanics' Institute, May 2 to 5. Included in this plant was the Superior Point System Saw, manufactured by that company and a specially arranged stereotyping outfit which was exhibited for the first time, including casting box, metal remelting furnace and matrix making precesses which attracted general attention among the educators of the manual training and vocational divisions.

Despite the great demand for Linotypes which has been manifesting itself for the last several months, orders for new machines continue to be filled with promptness by the Mergenthaler Linotype Company.

In the month of April alone one hundred and ninety-five Linotypes were sent out from the mammoth plant in Brooklyn, to printers and publishers in every section of the country.

Among those to whom these machines were delivered were: The Gulfport Printing Co., Houston, Texas, two Model 14's; Torrey and Alexander, Portland, Ore., three Model 8's; Birmingham News Co., Birmingham, Ala., two Model 8's; Kansas City Journal, Kansas City, Mo., two Model K's and two Model 8's; Florida Publishing Co., Jacksonville, Fla., three Model 8's; Cornwall Industrial Corp., Cornwall, New York, two Model 8's; Keystone Monotype and Linotype Co., Baltimore, Md., two Model 8's; Hall-Livingston Composition Co., Jacksonville, Fla., three Model 8's; Star-Chronicle Publishing Co., St. Louis, Mo., two Model 8's; Iron Mountain Publishing Co., Iron Mountain, Mich., two Model 5's and one Model 14; County Review, Riverhead, New York, two Model 8's; Banker and Tradesman, Cambridge, Mass., four Model 8's; News-Democrat Publishing Co., Paducah, Ky., two Model 8's; A. & G. Co., Inc., New York City, four Model 8's; Western Linotyping Co., Chicago, Ill., two Model 5's; Times-Mirror Co., Los Angeles, Calif., five Model 8's; Constitution Publishing Co., Atlanta, Ga., two Model 8's; Aurora Beacon Publishing Co., Aurora, Ill., one Model 8 and one Model 14; Walter N. Dennis, New York City, one Model 8 and one Model 14; Southwest School of Printing, Dallas, Tex., five Model 1's; Department of Public Welfare, Philadelphia, Pa., two Model 8's and one Model 14.

Fire Doesn't Bother the Little Kelly

The best kind of an order is a repeat order. It is a certificate of approbation. It is generally a promise of other orders. More than a third of the orders for the Kelly Automatic Job Press are repeats, and many purchasers repeat more than once. These are the orders which give the manufacturers, the American Type Founders Company, the greatest satisfaction, as each satisfied user becomes a potential salesman among the thousands who have not yet enjoyed the profit-making use of the Little Kelly. In a recent fire three Little Kellys were destroyed. When the burned out printers started running again, it was with seven Little Kellys. The fire purged the plants of less productive presses which had no standing when a choice could be made between them and the Little Kelly.

Messrs. Dallas, Deviny and Lewis who constituted the flying squadron which carried the message of the Boston Exposition and Convention to the Craftsmen's Clubs recently, have visited New York, Philadelphia, Pittsburgh, Springfield, Columbus, Cincinnati, Chicago, Milwaukee, Grand Rapids, Detroit, Toledo, Cleveland and Buffalo. In each of these cities, addresses were made to the Craftsmen's Clubs at open meetings to which the employing printers of the city were invited.

Many valuable ideas were gathered to help make the exposition the best ever and the interest shown indicates a large attendance by craftsmen. Employers were urged to send their executives to the exposition to study the presses, equipment and methods shown there, and to attend the convention sessions were prominent authorities in the trade will deliver addresses.

Linotype Exhibit at A. N. P. A. Convention Great Success

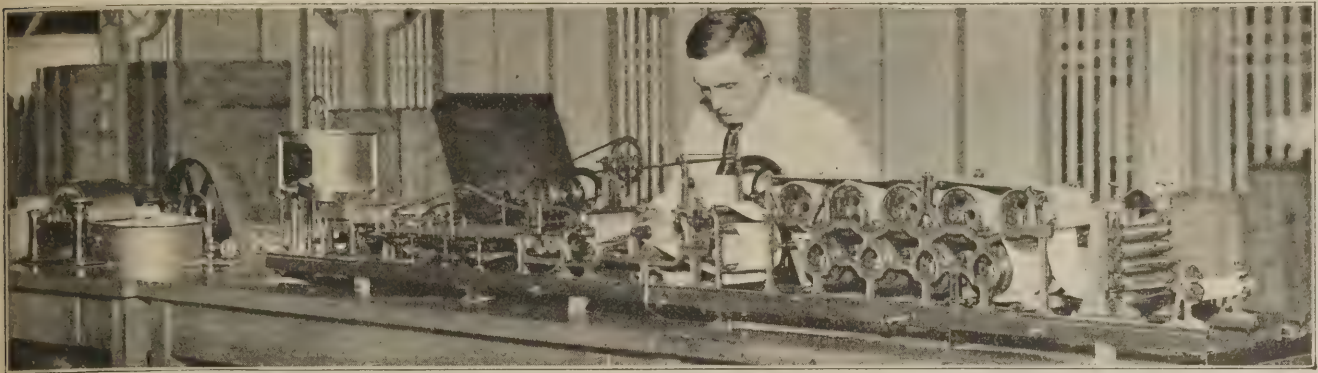
Throughout the convention of the A. N. P. A., five of the newest model Linotypes were exhibited in the East Room of the Waldorf-Astoria by the Mergenthaler Linotype Company. The machines shown were Models 8, 9, 14, 22 and 24.

Particular attention was directed to the improved Models 8 and 14, the construction of which makes possible the removal and replacement of the lower or any other magazine in a few seconds' time, from the front of the machine. And demonstrations were given of the ease and speed with which a single-magazine Model 8 or 14 can be converted into a two- or three-magazine machine, by the operator himself, right in the composing room.

Another feature of the exhibit was a large panel listing, through the medium of newspaper heads, the many users of display Linotypes. A working model of the Lino-



Exhibit of the Mergenthaler Linotype Co. at the A.N.P.A. Convention



Baby Paper Making Machine Exhibited by American Writing Paper Co. at Convention of National Association of Purchasing Agents

type escapement mechanism was shown, as was also an unattached four-mold disk in position on a mold slide.

Howard Paper Co. Adds New Equipment

The Howard Paper Company of Urbana, Ohio, has just completed extensive improvements at their Urbana mills, at the same time installing new screens, savealls, suction rolls, and drying equipment. They are now enabled to improve still further their present high standard of quality, and are in position to give their agents everything to be had in the way of quality and service.

The Howard Company report a strong and growing demand for their papers and their agents for Howard Bond and Howard Ledger all over the country are having great success with these watermarked lines.

Eagle-A Exhibit Important Part of Purchasing Agents' Convention

At the special request of the National Association of Purchasing Agents, the American Writing Paper Company exhibited its miniature paper making machine at the purchasing agents' annual convention and exposition in Rochester, N. Y., from May 15 to 20. The "baby" paper maker, the smallest device of its kind in the world and the object of widespread interest in the paper and printing industries, was shown in operation with supplementary paper and testing equipment.

The Eagle-A booth was the largest of the

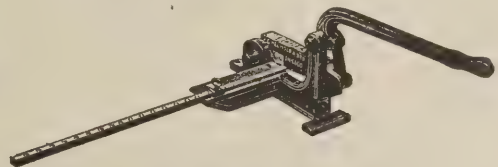
exposition, occupying five times as much space as any other exhibit. The miniature paper machine, which is less than eight feet in length, was placed in the center. Assortments of raw materials in various stages of development were exhibited at one side, while a complete, modern paper testing laboratory was placed at the opposite side to demonstrate the various methods of testing and analyzing fine papers.

By means of the small machine and its accompanying equipment, the company was

able to give a graphic demonstration of the principal operations of paper making, showing how rags are sorted, how they are boiled, bleached and washed; how stock is beaten for the machine; how paper is sized to assure the proper printing and writing surface; how the watermark is imprinted, and how paper is dried, both in the loft and on the machine. In addition, the company had representatives to explain the various methods of applying "fancy" finishes to paper.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine

2 Pt. Medium

2 Pt. Coarse

2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth

12 Tooth

8 Tooth

18 Tooth

PRICES

Soft
2 Pt. at 20
3 Pt. at 25

Hard
25
30

Bright and Hard
30
35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO



Nothing Else Just Like It

UNIQUE in itself, nothing has ever been produced equal to or even approaching the Franklin Printing Price List

Used daily by thousands of printers in all parts of the world, it is spoken of as the "Printers' Bible" As a part of the Franklin Printers Service it is helping printers to better business methods

There may be imitations, but imitating means the greatest possible recommendation—the highest kind of endorsement

Write for the special 60-day guarantee offer and investigate this service for yourself

The FRANKLIN PUBLISHING CO.
Salem, Ohio



**SUPERIOR
MANIFOLD**

Basis 17x22—8

Made in White, Blue, Canary, Cherry, Tuscan
Pink, Gray, Golden Rod, Fawn and Green

*A good rag paper at a
moderate price*

Useful for duplicate and manifold copies of letters
lists, bulletins, records; printed forms on which
manifold copies are made; and other business uses

SOLD BY LEADING PAPER MERCHANTS

Ask Dept. F: for Samples

ESLEECK MFG. COMPANY
Turners Falls, Mass.

Third District Trade Comps Meet at St. Louis

ST. LOUIS, Missouri, was the scene of the most recent conference of members of the International Trade Composition Association. The occasion was the Second Annual Conference of the Third District of the association, which met at the Hotel Statler on Friday and Saturday, April 28 and 29. About thirty trade compositors from cities in the upper Mississippi Valley were present at the meeting.

The first day of the conference was devoted to an instructive program as follows: Address, "The Glad Hand," Joseph B. Mueller, president Trade Composition Association of St. Louis; address, "Co-operation," E. J. McCarthy, president I. T. C. A.; address, "What Are We Doing?" Frank M. Sherman, secretary I. T. C. A.; address, "Your Matrix Equipment and Its Typographic Possibilities," William M. Nelis; address, "The Complete All-Slug Plant," C. A. Wellman. OPEN FORUM.—Discus-

sion of the following subjects in order: "Your Business and the Standard Cost-Finding System"; "The Ethics of Competition"; "Charging for Material in Made-up Jobs"; "Enlarging the Scope of the Business"; "Co-operation on Bad Accounts"; "Shall We Sell on the 'Time' Basis Only?"; "What About the Future?" "Fundamentals of the Metal Problem"; "Good and Welfare."

The addresses of President McCarthy and Secretary Sherman were in the main devoted to an exposition of the work carried on by the association and the benefits accruing therefrom to the trade composition industry.

William M. Nelis, who is connected with the Chicago agency of the Mergenthaler Linotype Company, in his address went somewhat into detail concerning the development of the trade composition business and its relation to the increased versatility and typographic possibilities of the line-casting machine. He outlined in detail fields for new business which were now available because of the opportunities to render real typographic service which the modern machines make possible, and urged all trade compositors to survey their plants and determine the increased opportunities for service which available equipment offered.

Mr. Wellman, of the sales force of the Ludlow Typograph Company, in his talk set forth the advantages of the complete all-slug composition plant for handling completely made-up jobs. He went into detail in picturing the possibilities lying within the scope of such a plant, and its ability to meet the requirements of classes of composition involving type faces from 6 point up to 60.

The afternoon session of the conference was devoted to an open discussion of matters pertaining to the intimate details of the trade composition business, and was featured by some very constructive talks. Charles F. Goodfriend of the Falcon Company, New York, and Walter E. Husted of the Husted Company, Cleveland, each made valuable addresses on subjects of general interest to trade compositors.

All trade composition plant owners participating in the meetings reported themselves as very much pleased with the instructive nature of the conference.

The Des Moines members extended an invitation to hold the third annual conference in their city during 1923. It is very probable that the invitation will be accepted.

The Productimeter

Does more than count. It's a regular watch dog
Prevents overruns, avoids loss and waste
Write for Bulletin No. 41 and find out what
"THE PRODUCTIMETER" can do for you.

DURANT MANUFACTURING CO.
(1258) 653 BUFFUM ST., MILWAUKEE, WIS.



Gathering at the Second Annual Conference, Third District Trade Composition Association

Conference for Printing Instructors to Be Held at Indianapolis

A SPECIAL conference for instructors of printing will be held at the U. T. A. School of Printing at Indianapolis, from July 6 to July 20. All instructors of printing, whether in U. T. A. or other schools, are invited to be present. The proposed outline of discussions includes the following subjects, under each of which there are numerous subheads: Analysis of the Printing Trade; Principles of Teaching, and Organization and Management of the School Printing Plant. Sessions will be held from 8:30 to 12:00 and from 1:00 to 4:30 daily except Saturday.

The U. T. A. school printing plant will be in operation and shop instructors on duty all summer. Teachers attending the conference who may wish to take instruction in special work can make arrangements for remaining at the school for this work after the close of the conference.

Growing directly out of the discussions will be definite assignments of work including investigation and report on special topics, outlining lessons and courses, preparing lists of equipment and writing detailed plans for conducting class work. Members of the conference will be encouraged to work out these assignments with reference to their own situations. In other words, each teacher in attendance will be given all the assistance possible in trying to solve his particular problems in teaching printing in accordance with sound principles of pedagogy as well as conforming with the best up-to-date practice in commercial typography. The material of the U. T. A. Standard Apprenticeship Courses will constitute the basis of much of the discussion.

In addition to the discussion and assignments it is planned to bring in for special lectures men of distinction in the printing industry and in the field of vocational education.

There will be no charge for tuition. A nominal fee of ten dollars will be charged to cover cost of materials consumed. Lodging and meals can be provided at a charge of \$25.00 for the two weeks. In order to afford the best possible facilities for instruction, enrollment will be limited to fifty. Applications should be made as early as possible.

Government Needs Printers

THE United States Civil Service Commission states that there is urgent need at the Government Printing Office at Washington for linotype and monotype operators.

The Commission will receive applications until further notice for these positions. Applicants are not required to report for a written examination, but are rated upon the subjects of physical ability and experience.

Full information concerning salaries and requirements, and application blanks, may be secured from the United States Civil Service Commission, Washington, D. C., or the board of civil service examiners at the post office or customhouse in any city.

Southeastern Federation Changes Name

THE Southeastern Typothetae Federation, at a meeting at Memphis, Tenn., became the Southeastern Master Printers' Federation by a vote of the membership.

During the past year this organization has taken an active part in labor matters, adopting an anti-union policy. Since, in the present plan of organization of the U. T. A. labor matters are for the consideration of the Open and Closed Shop Division, a feeling had arisen in the Southeastern Federation that the name "Typothetae" should not be a part of their association designation.

PERFORMANCE

That's The Big Thing With

TRIMOSAW



SAWS
TRIMS
MITERS
JIGS
BROACHES
ROUTES
DRILLS

*And Does Each Operation
Easily, Quickly and with
Perfect Accuracy.*

No other Printer's saw can compare with Trimosaw when it comes to practical, every-hour-in-the-day operations.

It has so many time and labor saving uses, performs each task with such remarkable ease and efficiency, and is so quickly and easily changed from one operation to another, that it will immediately establish itself as one of the most important pieces of equipment on your floor.

USERS WILL TELL YOU

That Trimosaw is the most practical composing room saw and trimmer on the market today—that its wide range of performance puts it in a class by itself.

The enthusiasm with which Trimosaw has been received by the printing industry is interestingly reflected in "Proof from Printers"—a little volume in which users tell, in their own words, what they think of it. Before you buy any saw, learn what Trimosaw is doing for others. The book will be sent for the asking, without obligating you in any way. Use the coupon, or say "Send 'Proof from Printers'" on a postcard.

HILL-CURTIS Co.

MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881

KALAMAZOO MICHIGAN

REPRESENTATIVES

CHICAGO—	E. T. FURLONG	5452 No. Paulina St.
	F. J. FURLONG	5001 No. Ashland Ave.
NEW YORK—	E. E. CLARKE	7-11 Water St.
BALTIMORE—	T. L. GIRARD	413 E. Baltimore St.
OMAHA—	W. B. BENSON & CO.	310 So. 12th St.
MINNEAPOLIS—	PRINTER'S SUPPLY CO.	306 So. 6th St.
BOSTON—	H. C. HANSEN TYPE FOUNDRY	190 Congress St.
MILWAUKEE—	MILWAUKEE PRINTER'S ROLLER CO.	214 No. Greenbush St.
SAN FRANCISCO—	WM. GRISWOLD	151 Minna St.

Exclusive Selling Agents for Canada

TORONTO TYPE FOUNDRY COMPANY

TORONTO—MONTREAL—WINNIPEG—REGINA

Hill-Curtis Co., Kalamazoo, Mich. 52
Gentlemen:—Please send copy of "Proof from Printers", without obligation.

Firm Name _____
City _____ State _____

52
LORD & TAYLOR

FRONTIER BOND



A
Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

.....
A Trial Will Convince You
.....

**La Salle Paper
Company**

**171-173 N. Dearborn St.
CHICAGO**

Telephone RANDOLPH 3640

Ad Convention Program Announced

A THREE ring circus looks like a parlor entertainment in contemplation of the program for the eighteenth annual convention of the Associated Advertising Clubs of the World, to be held at Milwaukee, June 11 to 16. And with names like Earl H. Masey, president of the National Association of Employing Lithographers; John H. Clayton, of Buckley Dement and Co.; Harry G. Huse, Brown and Bigelow; Noble T. Praigg, Praigg Kiser and Co.; E. J. Barklow, of Gerlack Barklow Co., Joliet, and C. T. Fairbanks, vice-president of Edwards and Deutsch, standing out on the program, the convention will doubtless be attended by many printers.

The convention, in reality, will be a group of twenty-five important advertising conventions in one, for during half the time it will divide itself into sectional meetings for the close-up study of the individual advertising problems of those who attend.

The program is too long to be published in full here. Programs for the sessions which will be of greatest interest to printers, follow:

WEDNESDAY EVENING Advertising Exhibit Session

John H. Logeman, chairman National Exhibit Committee. Five-minute talk by special representative of each Department Exhibit: Community Advertising Association Exhibit, Charles F. Hatfield, president Community Advertising Department. Graphic Arts Association Exhibit, Noble T. Praigg, secretary Graphic Arts Association. Advertising Specialty Association Exhibit, E. J. Barklow, president Advertising Specialty Association. National Association of Employing Lithographers Exhibit, C. T. Fairbanks, vice-president Edwards & Deutsch. Outdoor Advertising Association Exhibit, Leonard Dreyfus, United Advertising Corporation. Associated Business Papers, Inc., Exhibit, Jesse H. Neal, executive secretary Associated Business Papers. Directory and Reference Media Department Exhibit, Reuben H. Donnelley, chairman Directory and Media Department. Church Advertising Department Exhibit, Christian F. Reisner, D. D., president Church Advertising Department. Agricultural Publishers Association Exhibit, T. W. Lequatte, *Successful Farming*, Des Moines. Financial Advertisers Association Exhibit, M. E. Holderness, secretary Financial Advertisers' Association. Poster Advertising Association Exhibit, J. H. Brinkmeyer, president Poster Advertising Association. Retail Dealers Association Exhibit, Vern C. Divine, president Standard Advertising Co., Chicago. Industrial Advertising Association, Keith J. Evans, advertising manager Jos. T. Ryerson & Sons.

Battle Royal—Review of Decorated and Illuminated Boats, fireworks display.

ADVERTISING SPECIALTY ASSOCIATION

Monday Afternoon: "The Place of Advertising Specialties in National and Local Advertising Campaigns," Harry Tipper, *Automotive Industries*, New York. "Cloth Specialties as Used in Advertising," E. B. Danson, president The Kemper-Thomas Company, Cincinnati. "Celluloid Specialties Used by Manufacturers—Also Dealer Helps," S. S. Hewitt, Chicago manager The Whitehead & Hoag Co. "Art Calendars in Business," Philo D. Clark, president The Kenyon Co., Des Moines, Iowa. "Advertising Specialties Made of Paper," Harry G. Huse, advertising manager Brown & Bigelow, St. Paul, Minn. Advertising Signs and Their Uses," Charles R. Frederickson, president The American Art Works, Coshocton, Ohio. "The Value of Advertising Specialties in Connection with Other Mediums," R. R. Shuman, president Shuman-Haws Advertising Co., Chicago. "Business Calendars—The Indoor Billboard," T. H. Gerlach, president The Gerlach-Barklow Company, Joliet, Ill. "Leather Specialties for Banks, etc.," C. S. Sultzer, president Red Wing Advertising Co., Red Wing, Minn. "Metal Specialties Used in the Automobile, Hardware, Implement and Oil Industries," J. B. Short, general sales manager The Whitehead & Hoag Company, Newark, N. J. "Thermometer as an Advertising Medium," Chas. C. Peterson, president Advertising Novelty Co., Chicago. "Specialties Used by the International Shoe Company and How They Were Used," Bert Barnett, International Shoe Company, St. Louis, Mo.

NATIONAL ASSOCIATION OF LITHOGRAPHERS

Tuesday Morning: "Association Aims and Achievements," Earl H. Masey, president National Association of Employing Lithographers. "Relation of the Lithographic Industry to the Advertising Profession," Maurice Saunders, managing director, National Association of Employing Lithographers. "The Tariff and How Importations Affect the Lithographic Industry," George Meyercord, president the Meyercord Company and past president Illinois Manufacturers' Association. "Dealer Advertising and What the Litho-



THE AULT & WIBORG Co.

MAIN OFFICES AND FACTORIES CINCINNATI HOUSES IN ALL LARGE CITIES

PRINTING AND LITHOGRAPHIC
Quality INKS



Standard Blottings

"It Doesn't Blot --- It Absorbs Perfectly"

Standard Brands are enameled on the reverse side, affording best printing surface

Ask your Jobber for samples of

STANDARD . . . IMPERIAL . . . STERLING
UNITED STATES . . . ROYAL WORCESTER

These Copyrighted Brands are manufactured by

Standard Paper Mfg. Co.
RICHMOND, VA.

Nickel Steel Plates

are practically
indestructible
and are made
speedily and
economically

the wise ones
who use them
are profiting
both in time
and money

Get hep!

Advance
Printing Plate Company
634 Federal St. Chicago
Phone is Harrison 4760

Printed from an Advance Nickel Steel Plate

raphers Could Do to Help Increase Its Value," William Laughlin, advertising manager Armour and Company, Chicago.

Tuesday Afternoon: "Poster Advertising and What the Lithographers Could Do to Help Increase Its Value," M. F. Reddington, vice-president Foster Advertising Company, Inc. "How Market Analysis Increases the Value of Advertising," R. C. Eastman. "Direct By Mail Advertising," John H. Clayton, chairman Direct Advertising Department, Chicago Association of Commerce, Buckley, Dement & Company, Chicago. "The Psychology of Color," Prof. W. D. Campbell, Department of Art, Board of Education, Columbus, Ohio.

The convention opens Sunday afternoon with an inspirational meeting, presided over by General Otto H. Falk of the Allis-Chalmers Manufacturing Company, Milwaukee. Sir Charles F. Higham, Member of Parliament, London, and Charles Aubrey Eaton, president of the American Educational Association, will be the speakers at this meeting. On Sunday morning and evening advertising men will speak from the pulpits of twelve Milwaukee churches.

Advance reservations in the hotels at Milwaukee, inquiries concerning special railroad rates already granted by the passenger associations, and every other indication, point to a record-breaking attendance. Special train loads of business men will run from New York, Pennsylvania, Texas, Missouri, and other states.

Space at Boston Exposition Sells Rapidly

MOST of the space in the Main Hall of the Boston Graphic Arts Exposition has already been sold and the space in the department devoted to exhibits of printing is fast being taken. The board of directors is now devoting more attention to publicity work, with the intention of assuring a large attendance of visitors at the show. Fifty thousand handsome half sheet wall hangers are about to be mailed. Every printer in the United States and Canada is on the mailing list. The exhibits will be so versatile that the Exposition will appeal to a large field. It is hoped to have a quarter of a million people pass the turnstiles between August 28 and September 2. It will be many years before another Graphic Arts show of such magnitude will be held.

A meeting of the New England Photo-Engravers' Association was held at the City Club, Monday, April 24, President Carlton presiding. After the business session, Joseph P. Donovan and Fred A. Williams gave brief talks on the Graphic Arts Exposition and explained to the members the opportunities presented them to exhibit at this Exposition. It was voted that the Association take four spaces and run a complete photo-engraving plant during the week of the show.

The following have recently signed up for space at the Graphic Arts Exposition:

Atlantic Printing Company, Ben Franklin Monthly, W. S. Best Printing Co. and Caustic-Claffin Co., Buckley & Nicholson, John P. Carlson, Inc., Commonwealth Press, Davis-Smith Company, Livermore & Knight Company, Machine Composition Co., H. S. Prescott, Rumford Press, Scott Linotyping Co., Sprague Electric Works, Standard Linaform Co., Whitaker Paper Co., Cecil H. Wrightson.

Paid Secretaries Will Be Admitted to U. T. A. Executive Sessions

THE controversy which started at the St. Louis Convention of the U. T. A. in 1920 over the admission of paid secretaries to the executive sessions of conventions has been settled for all time by an announcement just made public by the U. T. A.

Secretaries will be admitted but will not have the power of delegates.

This question caused considerable discussion both at St. Louis and Toronto, both of which discussions ended with the admission of the secretaries.

An Entertaining Specimen Book

PERHAPS it wasn't meant to be funny, and if parts of it were, perhaps there are those who will say that a book of specimen type faces has no business to be funny. Nevertheless, it was a distinct relief to find, in running through the April, 1922, specimen book of the LaCledé Type Foundry of St. Louis that the man who had prepared copy for some of the paragraphs showing specimens had a sense of humor.

Here are a few specimens to show what we mean. They are specimens of LaCledé Oldstyle.

10-Point

24 A 48 a

MAKE COUNTRY EXCURSIONS

Showing the influence of imagination on old and young persons, who insist with some vehemence that they have spent a glorious time away from city

8-Point

27 A 54 a

ANCESTRAL SEARCH NOT GENERAL

No doubt it is due to their having no family pride or no family or no station of which one may be proud that so many Americans do not concern themselves one iota about genealogy

6-Point

29 A 58 a

SURPLUS FUNDS OF SAHARA SAND BANKS

Excess dividends retained to close up the option on the purchase of Air Castles in Spain, the lofty locations of which give opportunity to see grand vistas in the clouds and induce giving up \$1234567890 to hasten possession

Of course the book has a serious purpose. In addition to showing specimen faces of LaCledé types, it is a specimen of the "national catalogue pages." It is size 9½ of the standardized universal formats, 7½x10⅝ inches or 19x27 centimetres.

Trade Composition Business Increasing

BUSINESS in the trade composition houses is on the increase, according to a statement of business conditions in the *Trade Compositor*, official organ of the International Trade Composition Association, for June. The statement follows in part.

The monthly reports on the volume of business passing through the trade composition plants of the country, published in *The Trade Compositor* since the first of the year, have shown a constant increase. This increase has been substantial, and has been maintained without a break for the past five months. In fact, reports for the month of April indicate a volume equal to that of March, which was easily the best of the previous twelve months, and record a volume approximately 25 per cent greater than the average of November, December and January just past.

Our predictions made last month that April would probably hold its own with March have been fulfilled. In very few cities from which reports have been received has April business shown a falling off as compared to the preceding month. While exact figures in dollars and cents are not available, nevertheless, from the general tone of the letters of our correspondents, we are inclined to the belief that, taken as a whole, April was even slightly better than March.

It seems possible to predict that the summer business will be about normal.



The strongest argument in favor of Business is the liberal use of Sketchy Cartoons, Commercial Drawings, Advertising Designs, Etc.

Suitable for PHOTO PROCESS ENGRAVING

HALF TONES
ZINC ETCHING
COLOR PLATES

HAMMERSMITH
ENGRAVING Co.

BENJAMIN KORTMEYER
General Manager

Phone Harrison 5876
501 So. Dearborn Street
CHICAGO



SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET
CHICAGO
TELEPHONE HAYMARKET 345

Linotype Composition for the Trade

Chicago Typesetting Company

Phone
Harrison
883

We make a specialty of making up
Newspapers, Periodicals, Catalogs
and Books for press or electrotyping

We are prepared to give the
highest quality of work.

DAY AND NIGHT SERVICE

Fourth Floor 727 S. Dearborn St.

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging { Hangers
Maps
Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.
PHONE MAIN 621-2503

Michigan Printers to Meet at Flint

THE details of the program of the Michigan State Printers' Convention, to be held at Flint on June 15, 16 and 17, have just been completed. Headquarters will be at the New Durant Hotel, and the local committee on arrangements are led to believe that a large attendance of printers will be on hand.

On the morning of Thursday, June 15, the registration will take place from 10 to 12 o'clock. Luncheon will then be served to the delegates, followed by the first session, at which President R. A. Moote, of Jackson, will be in the chair. A representative of the Chamber of Commerce will give the address of welcome and John P. Lambert, of Bay City, will respond on behalf of the visitors. Then will follow the report of the president and officers with an address by Fred Gage of Battle Creek, treasurer of the U. T. A.

At 4:30 autos will take the printers to the Country Club, where President J. Linton Engle of the United Typothetae of America will address them.

Friday the 16th will be another busy day. In the morning the newspaper men will hold a session, while in the afternoon there will be a round table discussion led by the Grand Rapids printers. Various questions of importance to the craft will be discussed from all angles. In the evening a banquet will be held, at which Layton S. Hawkins, director of education of the U. T. A., will be featured as the principal speaker. The election of officers will take place before the evening is over.

On Saturday a program of sight seeing has been arranged, including a visit to the Buick factory and other industrial plants which make Flint famous.

Visitors will be given the opportunity of enjoying the privilege of the Country Club while in the city, and a golf course will be one of the attractions held out to those printers who golf.

A Printer Who Has Advertised for Thirty-Eight Years

IN THE May, 1922, issue of BEN FRANKLIN MONTHLY there appeared an editorial headed "Was Somebody Kidding Us?" in which the belief was expressed that printers do advertise.

Comments upon it have been many and interesting. One of the latest was in the form of a marked copy of the Roanoke (Va.) Times containing this editorial:

"FOR ABOUT 38 YEARS"

"Our advertisement has appeared in this space for about 38 years, almost since the first issues of The Roanoke Times."

"The foregoing statement, made by an advertiser in Tuesday's issue, is so unusual that it must have attracted considerable attention.

"Thirty-eight years is a reasonably long time. A firm which advertises day in and day out for that length of time is an asset to any newspaper, unquestionably. Likewise it is an asset to any city or town. Fly-by-night concerns that are here one year and gone the next do not help materially in the development and upbuilding of a community. That is a task calling for years of effort, faith and steady plugging away. A firm that stays in business as long as 38 years, paying its bills, meeting its payroll month by month and year by year, rendering as well as paying for service, is the sort of a firm that really helps a town. There are mighty few advertisers who have taken space in The Roanoke Times as long or as consistently as the Stone Printing and Manufacturing Company. For it is the Stone Printing and Manufacturing Company whose advertisement we have quoted."

CHAS. H. COLLINS

Representing

American Assembling Machine Co., Inc.
Berry Machine Company
George Sague
Ward & McLean

501 Plymouth Court
Phone Wabash 5190
Chicago, Illinois

Selling

Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)
Rowe Straight Line Trimmer
(25,000 3/4" books trimmed per hour)
Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)
American Looping Machine
(Punching & Looping with twine—One operation)

NUZUM ELECTROTYPE COMPANY

FORMERLY LAUDON-NUZUM

ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES

340-346 JEFFERSON STREET

MILWAUKEE, WIS.

PHONE BROADWAY 1279

MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers
STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

GLUING, GUMMING—Labels of all kinds
DIE CUTTING—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPPLING—ROLLER EMBOSSING

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

MARINE BOND

(WATERMARKED)

has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.

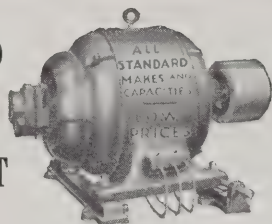
Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22 x 34, 24 x 38 and 28 x 34.

SWIGART PAPER CO., 653-707 S. WELLS STREET

PHONE HARRISON 1155

GUARANTEED

REBUILT



MOTORS

NEW

Buy Direct from America's Leading Motor Merchandisers

Make real substantial savings on nationally known standard electrical equipment. Take advantage of correct engineering information gleaned from over twenty years' experience on electrical engineering projects. Know the value of dealing with a dependable electric house that has a national reputation for motor sales and service at low cost.

Select from our vast stock, including everything from tiny buffing motors to mammoth, heavy duty, factory motors. Let us solve your engineering problems, save you money and supply you with equipment of unsurpassed quality.

What We Sell

Alternating current motors
Direct current motors
Generators Meters
Control apparatus Motor pulleys
Rotary converters
Frequency changers
Motor generator sets
Transformers Switchboards
Engine generator sets

What You Get

Benefit of 20 years' experience
Motors of established reputation
Full year's guarantee
Engineering problems solved without cost
Lower prices
Money-back guarantee
Immediate shipment
Stock available for exchanges

Electrical Equipment Bought, Repaired or Exchanged

THE FUERST-FRIEDMAN COMPANY
1258 West Third Street Cleveland, Ohio

FUERST-FRIEDMAN
Electrical Equipment
"Reliability Built In"

Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

KRAUSE "YR"
UNIVERSAL MACHINE
A Little Bindery in itself
WILL DO ROUND CORNERING-PUNCHING
EYE-LETTING-THUMB-HOLES-INDEX
CARD CUTS-ANGLE CUTS ETC.
A GOOD AND SMALL INVESTMENT
FOR EVERY PRINTER AND BOOKBINDER.
LARGE STOCK-PROMPT DELIVERY.
HOFFMANN TYPE & ENGRAVING CO.
114-116 E. 13th ST. NEW YORK CITY.

Economy Through Standardization

Continued from page 30

brand papers in the least possible number of grades, sizes, weights and colors.

Be it further resolved that this organization shall urge all paper manufacturers to identify their product by mill marks, or trade names, watermarked in the sheet or printed on ream and case labels.

As purchasing agents and buyers of printing, I know that there is not a man in this room who is not in complete sympathy with this latest standardization program of the United Typothetae. This United Typothetae of America proposes to work in close harmony and co-operation with Herbert Hoover's Standardization Committee through the Bureau of Standards, to bring about a definite rating of paper values and grades or qualities and we want and need your support.

Insist on Mill Mark

Insist in all your printing estimates or quotations that your printer designate not only the use of a standard size of paper but also that the name of the paper manufacturer making the paper be included. I want to say right here, the moment you insist upon knowing the identity of the maker of the paper your printer is going to have a great deal of trouble.

One of America's foremost and best posted printers on the matter of paper values who is known nationally for his knowledge of conditions in the paper industry, recently passed a ruling in conjunction with his own purchasing agent that every specification for paper to enter his plant must bear the name of the manufacturer, besides a description of the value or content of the paper. There was a great hue and cry from the paper jobbers against this new order.

When you ask your printer for this information you will have to bring great pressure to bear in some cases, in order to secure it, vital though it is for enabling you to check and compare qualities and values. I maintain, as a printer, that unless you know the name of the manufacturer of the paper you use, you are totally unable to judge its value or make safe comparisons. I make it a ruling in my business never to purchase a sheet of paper that does not bear the manufacturer's name on the label or in the watermark or that is not sold to me by a jobber with a full knowledge of whence it came and who manufactured it and guaranteed its dollars and cents worth.

It is the belief of leading printers that the buyer of printing is on strike in a sense, that printing prices are such that in many cases we are losing a considerable volume of business because the cost is so high. We all know that unless something is done to cut costs and eliminate wastes in printing we cannot expect the volume we need to keep our equipment busy. With paper running between 30 per cent to 40 per cent of the total cost of every printing job it is logical we should begin our investigation for eliminating waste on the matter of paper.

Blames the Merchants

We find that the paper mills of this country have been operating and are still operating on practically a "made to order" basis. Through the lack of standardization of paper sizes as well as paper grades and also because of the thousands of so-called private brands, it is impossible for the paper machines to run on a continuous operation basis. During short dull periods practically all paper machines must close down, instead of running for stock. It has been stated on good authority that if paper machinery was run constantly on the basis of a standard set of size and grade levels, with full jobber co-operation in

? Would you print 100,000
19 x 25 Broad-sides on a
Hand Press? Why not?

Modern Needs Demand Modern Equipment

What applies to printing presses applies equally to folding machines.

Most folding machines were designed long before advertising and printing had reached their present high state of development.

Therefore, they produce only the few, simple folds that were made by hand in the days when they were invented and that met the needs of that time.

Today, they are as much out of gear with modern requirements as is the hand press that Brother Franklin used.

The Cleveland— The Modern Folder

The Cleveland Folding Machine is designed to meet every modern folding requirement.

It is the folder of today—planned and built to fit into the needs of our time—to satisfy the demand for efficiency—for quantity and quality work—for simplicity, economy, time, labor and space saving.

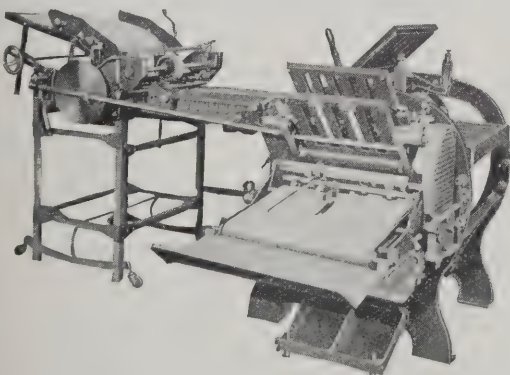
One Cleveland will give you 201 different folds—many of them unique, and therefore much sought after by the buyers of printing—and in addition give you an elasticity of operation which no other folding machine can supply.

We want to send you a booklet describing the Cleveland Folding Machine, also a portfolio of sample folds. Just put your business card in an envelope and mark it "Booklet and Portfolio." That's all that's necessary.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY:
CLEVELAND

NEW YORK: Aeolian Building CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
SAN FRANCISCO: 824 Balfour Building



Paper Mill Operators are human beings

They sometimes make mistakes.

Overruns on various sizes and qualities are frequent.

Our house is the clearing house for Several book mills.

Overrun papers sell at greatly reduced prices.

You can increase your profits without the slightest sacrifice to quality.

We mail monthly price lists and samples to 5,000 printers. See that your name is on our monthly mailing list.

Fort Dearborn Paper Co.

319 North Wells Street
CHICAGO

Telephone Main 1930-1931-1932

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Bookbinders and Finishers

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ROUND CORNERING
WIRE STITCHING

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167 W. Monroe St. Chicago

Color Printing Pays

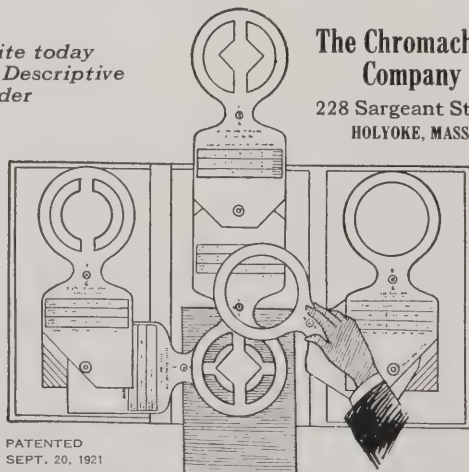
HERE is just the color chart you need to help you plan and apply snappy and attractive color combinations to your printing. Note how you can try out the colors on your stock; saving hours of pressproofing time.

All printers, advertising men and artists should have one for constant reference. It will save you time, money and effort and teach you the principles of color harmony as applied to printing and advertising.

Write today
for Descriptive
Folder

**The Chromachart
Company**

228 Sargeant Street
HOLYOKE, MASS.



PATENTED
SEPT. 20, 1921

lieu of the present competition (in the form of substitution of private brands) paper would be made a lot cheaper.

We printers have spent hundreds of thousands of dollars trying to bring about a 5 per cent to 10 per cent reduction in labor costs and here is an opportunity where, without spending any very large sum of money we could reduce at least 20 per cent the cost of an item—paper—that is even greater than all labor items in printing. Your purchasing agents have demonstrated through your last program of standardization that your membership has power. Let me again urge that you men pass on to your Catalog Standardization Committee the problem of paper grade standardization. Let me urge this committee to get in touch with the Bureau of Standards at Washington and push the program particularly as it pertains to defining paper content. You men should be the first to want to bring about a “pure food law” applied to the paper making and paper jobbing business.

The paper size program is important but the paper grade program is equally if not more important. Most of your men are representative of large manufacturing concerns and you naturally appreciate that such a program will tend to “step on the toes” of the jobbers of paper. We printers contend that the jobber is a distributor of paper and that he should not compete with the paper manufacturer in camouflaging or posing as a manufacturer as well as a distributor of paper.

What the Printers Want

We printers are anxious to see every private brand or local watermark controlled by the jobber, eliminated from the market, or identified with the name of those mills who are willing to be known as fathers to them.

Some mills, we understand, would not allow their names to be linked up in the open with some of the jobbers’ private watermarked paper. I have here in my hand a price list that printers in about twenty cities compile and issue, and will continue to issue, for the purpose of showing the buyer of printing and the purchasing agent those papers that are identified by a manufacturers’ label as to grade and worth. This price list not only gives the name of the paper and the name of the manufacturer, but it rates its value in dollars and cents from the lowest to the highest value in each classification of paper. I don’t believe, gentlemen, that there has ever been an idea like it carried out in any industry. I don’t believe that any trade organization has ever taken such a forward step that benefits and protects its customers as have these twenty local printer associations. This retail price list is a real Who’s Who in paper on a retail basis and does not increase the price of paper to you over the price you paid previously.

It is stated in this price list frankly and openly the discount allowed the printers on these papers. We would like also to include the jobbers’ discount from the mill but, of course, this would not be ethical and fair. The printers want to stand in the open with the thorough understanding that all purchasers know that printers expect and all good printers get a profit on paper of from 20 per cent down to 5 per cent according to size of order. The United Typothetae of America Standard Cost System divides every printing business into a manufacturing organization of composition and presswork as well as a merchandising department for the buying and risk in the handling of paper and ink. I want to state here that the publication of this booklet has created havoc in the paper jobbing industry. All sorts of pressure have been brought to bear by paper jobbers to stop it from being issued. It is proposed to continue publishing this list and I hope that you purchasing agents will take the trouble to inves-

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CARRIED IN STOCK AT ALL OUR SELLING HOUSES FOR PROMPT SERVICE
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MILWAUKEE, WIS.

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Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

A Dollar Want-Ad

Will Reach

3,300 Employing Printers

If You Put it in

Ben Franklin Monthly
440 S. Dearborn Street - Chicago

New Lines Recently Added

ANTIQUARIAN COVER

Antique—Ripple Finish

2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER

Vellum Finish

1 SIZE—2 WEIGHTS—9 COLORS

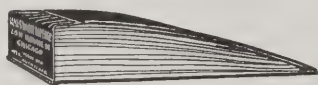
PATRICIAN COVER

Crash Finish

2 SIZES—2 WEIGHTS—8 COLORS

LODESTONE COVER

2 SIZES—5 WEIGHTS—7 COLORS



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ARMATURES
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{ Rewound

COMMUTATORS
COILS
CARBONS

{ Made

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

tigate its merit and use it as your paper guide, too. This list was a development of our controversy with the jobber and in my opinion it has more than earned its keep. It is a true guide to the best values in paper.

I would just like to add that if you buyers of paper really want to get the most for your money, that you appoint a committee made up of representatives who are in sympathy with the problems of a manufacturer. Unless you have men who are unbiased and are not directly or indirectly interested in the buying or selling or making or distributing of paper, you will not succeed.

We all know that every time Ford cuts his price he widens his market. We printers know that lower paper costs mean lower printing costs and that this in turn means increased volume. The U. T. A. asks your co-operation in establishing a new code of ethics in paper values and co-operation, instead of competition and substitution between the paper jobber and the paper manufacturer and the printer.

"Plunder Merchandise"

In conclusion I would like to say that if I were running a paper mill I would refuse to manufacture a private brand of paper for any jobber. Already we have a few mills that have taken this stand of refusing to make a sheet of paper that does not bear the identification of its manufacturer. It is my intention to try and work out some plan whereby we printers can get all mills to refuse to manufacture "Plunder Merchandise." This is the most expressive term I have ever heard applied to private branded products. It was used in a full page advertisement that was published by the Federal Advertising Agency in the New York Times about three weeks ago. A careful reading of this page advertisement gives the true situation regarding the wastes and inefficiencies that are due to products that are made solely for the jobber who uses goods for the purpose of chasing dollars rather than to render a constructive merchandise service for the manufacturer on a turnover basis. The Federal Agency to my mind have invented a most expressive and descriptive term for private brands by labeling them "plunder merchandise."

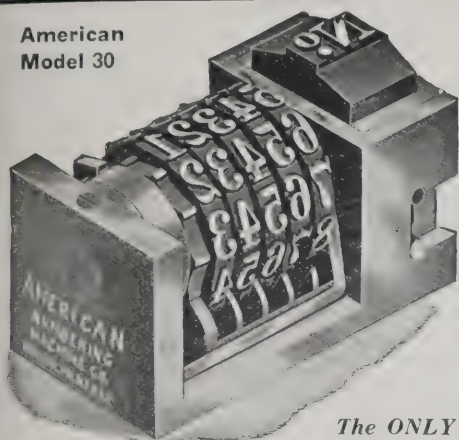
The Spineless Manufacturer

In the final analysis, this problem, I realize, is really up to the manufacturers themselves but with many manufacturers lacking backbone or fearing abuse from jobbers it then seems to me that the job of standardization and the elimination of wrong practice, guesswork, gambling and indefinite qualities in paper is up to you purchasing agents and we printers to demand a new set of rules for the manufacturing and distribution of paper, which is the largest item in printing.

Milbauer, Formerly With Rudge, Joins Newcomb Organization

PHILIP MILBAUER, who, prior to serving in the Signal Corps during the World War was associated with the production department of P. F. Collier & Sons Co., and for the past three years connected with the production staff of William R. Rudge, Inc., printers, Mt. Vernon, N. Y., and New York, N. Y., has resigned to become assistant production manager of James F. Newcomb & Co., Inc., 441-447 Pearl street, New York, planners and producers of direct advertising.

Mr. Milbauer in his new work will be in charge of planning from a production and manufacturing standpoint for the Newcomb clients and will be assistant to Chester H. Turner, director of sales production.

American
Model 30

PRICE REDUCTION

	Former Prices	Present Prices
Standard Model 30 5 wheels.....	\$20.00	\$16.00
Standard Model 31 6 wheels.....	\$22.00	\$18.00

No change in construction. Same machines throughout that sold for much higher prices.

ALL DEALERS
SELL THEM

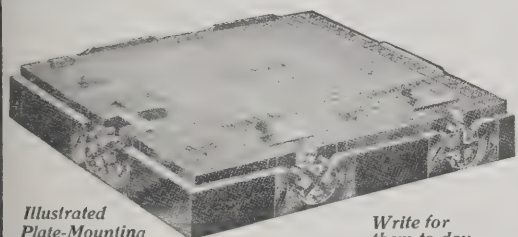
Your chance to buy the world's standard Numbering Machines at greatly reduced prices.

American Numbering Machine Co.

220-230 Shepherd Avenue, Brooklyn, N. Y.

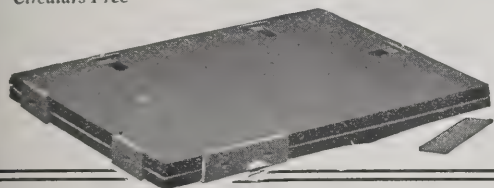
BRANCH: 123 W. MADISON STREET, CHICAGO, ILL.

The ONLY TYPOGRAPHIC NUMBERING MACHINE with Cold Rolled Steel Case



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Plate-Mounting
Circulars Free

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Do You Print From Plates?

Challenge Plate-Mounting Equipment

has solved the plate-mounting problems of many printers, big and little, and is the equipment you will eventually adopt, whether you do specialty work, catalogs, book and magazine work, labels or folding-box work.

Write Us or Any Dealer for Illustrated Circulars on Plate-Mounting

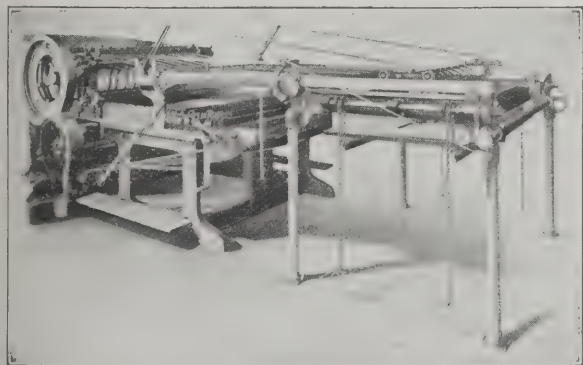
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CHICAGO, 124 South Wells Street

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SALE

46x62 - Inch Used Miehles



These used Style 4-0 Miehle Presses now in use in Chicago, on 3 and 4 color work. Modern style, numbered over 6800. Equipped with Miehle Extension deliveries. D. C. Motors, Rouse Paper Lifts and Rouse Register Sectional Blocks for sale.

*We sell a complete line of New,
Overhauled and Used Equipment.*

Wanner Machinery Co.

716 S. Dearborn St. CHICAGO, ILL.

Buy Direct from the Maker

One Chicago Printing Concern
uses more than 8,000 of our

Steel Galleys

Those who use them tell us they are the best galleys on the market. Our prices are no higher than is charged for inferior galleys. Sample mailed on request.

*We build Composing Room
Steel Furniture of all kinds*

CHICAGO METAL MFG. CO.

216 West Ontario St.

Chicago, Ill.

Red Figures on the Books?

BUSINESS is a game. The object—to keep Red Figures off the Books. Printers who have to compete for trade nowadays are watching the corners. They are demanding the utmost efficiency and lower production costs.

Trade-Shop Service is the solution—because it is efficient, economical and satisfactory.

We have satisfied our customers, and our charges are lower than production costs in the average printing plant.

Here are three important reasons why we should have your patronage!

1. We operate our plant day and night.
2. We established the first non-union trade composition house in Chicago and after two years, boast of an organization second to none.
3. We do not maintain a squadron of high-salaried order-takers.

Trade-Shop Typesetters, Inc.

An Eight-Hour Open Shop

218 S. Clark Street

Chicago, Illinois

PHONE WABASH 7667



PERFECT PRINTING PLATES

HALFTONES
ZINC ETCHINGS
COLOR PLATES

*Personal
Service Idea*

PREMIER ENGRAVING COMPANY

605 South Clark Street, Chicago

Harrison 8197

U. S. Chamber of Commerce Meeting Summarized

A CLEARER view of the extent to which national prosperity in the United States is dependent on European economic conditions is given as a result of the Tenth Annual Meeting of the Chamber of Commerce of the United States just held in Washington. The main subject for discussion at the convention was, "European Conditions and their effect on American Business," with "A Merchant Marine" as a collateral subject. Speakers included President Harding, Secretary of State Hughes, Secretary of Commerce Hoover, A. D. Lasker, chairman of the Shipping Board, Senators Glass and Sutherland and many business leaders.

Julius H. Barnes, of Duluth, was elected president, succeeding Joseph H. Defrees, of Chicago.

The resolutions brought forth by the meeting cover a wide range of subjects in international and domestic business relations. Among them were the following:

Urging that all necessary measures, including the approval of Congress, be speedily taken to procure for the U. S. representation on the Reparations Commission.

Urging that the government take its place with other nations in the International Court of Justice.

Emphasizing the importance of speedily developing a plan for the disposal of war claims against the Central Powers and their nationals.

Recommending government aid to insure maintenance of an adequate privately owned and privately operated merchant marine.

Urging Congress to enact legislation for the Hague Rules with such interpretations as may be necessary.

Urging that there be no amendments to the Interstate Commerce Act until there has been more opportunity for the law to be tested, and opposing proposals for repeal of provisions of the law which confer on the Interstate Commerce Commission power to correct intrastate rates.

Deprecating any tendency to reduce the authorized personnel of the Army and the Navy below the strength requisite for the preservation of the national safety.

Urging support for the diplomatic and consular services of the Department of State and expressing to the Department of Commerce appreciation of its commercial information services.

Urging provision to allow owners of private property to obtain compensation for damages done by government vessels.

Investigation by the government to determine what additional measures should be undertaken to safeguard the large area in the country now subject to destructive floods.

Urging reduction of passport fees and early negotiation of agreements with foreign governments for reciprocal discontinuance of vise and passport requirements.

Urging support for the National School for Commercial Organization Secretaries.

Expressing conviction that no changes should be made in the Federal Reserve System except such as will add further strength and usefulness to the present plan and will continue existing safeguards against partisanship in direction of service.

Send a load of potatoes
Or a load of men
Over a rough road
And the little ones
Will quickly shake
To the surface.

--The Imp—Hugh Stevens Press, Jefferson City, Mo.

Swigart Building, now in course of construction. Ready for occupancy about December 1st, 1922.



Swigart Building, 713 to 723 South Wells Street, between Polk and Harrison Streets.

SPACE FOR RENT

THE five upper floors for rent in this strictly modern, 10-story, reinforced steel and concrete building—floor space 93 by 102 feet, about 9,500 square feet—250 pounds per square foot carrying capacity—two freight elevators, one passenger elevator—enclosed shipping platform—18-foot alley—sprinkler system—three upper floors have light on three sides.

For particulars, inquire of P. D. Swigart, Telephone Harrison 1155.

SWIGART PAPER CO., 701 S. Wells, CHICAGO

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Our monotype department is the best equipped of its kind in the city and if you want real Quality and Service that is unsurpassed send that next order to us. We make a specialty of high grade book composition, foreign language work, railroad tariffs, pedigree work

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Ben Franklin Monthly

UNIVERSITY OF CHICAGO LIBRARY
JUL 10 1922



Vol. XIX

JULY, 1922

No. 10

NEXT MONTH WE SHALL PUBLISH
THE GRAPHIC ARTS NUMBER OF
BEN FRANKLIN MONTHLY

It will be impossible to fill orders for
extra copies unless they have been
ordered in advance of publication

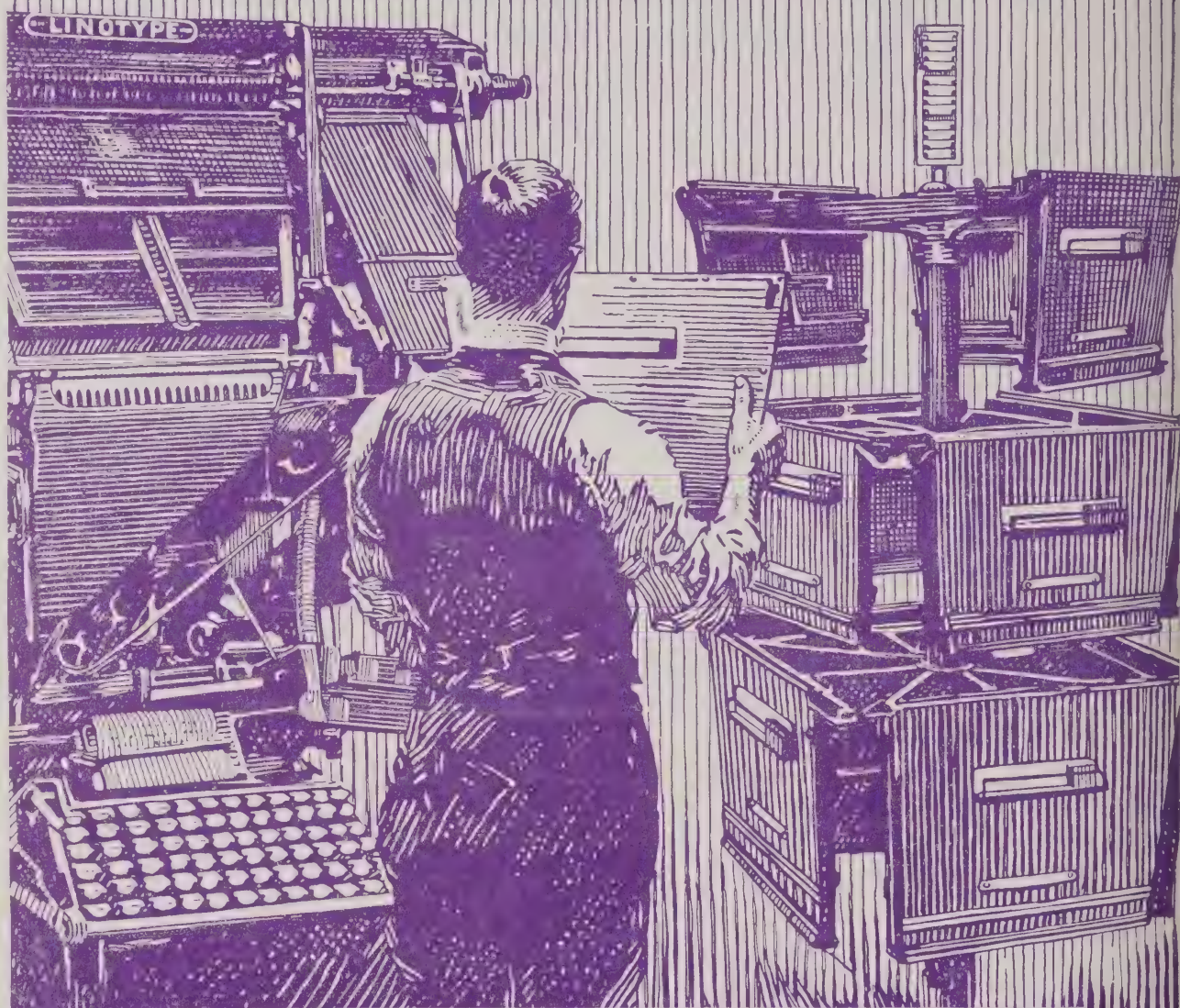
This will be the largest and most beautiful
number we have ever published. You will want
to keep your copy always. Advance orders for
single copies at fifty cents each are being filed
now for immediate delivery upon publication

BEN FRANKLIN PUBLISHING CO
440 South Dearborn Street CHICAGO, ILLINOIS

© TRADE

LINOTYPE

MARK ©



The Linotype is built to give many years of satisfying service for the small user as well as the large—next door to the factory or ten thousand miles from it.

There can be no compromise in its construction. Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

The illustration shows the operator changing a Linotype split magazine. He can make a change of face in less time than it would take a hand compositor to get out a case of type.

Exhibitors at Boston Graphic Arts Exposition

This advertisement composed entirely on the LINOTYPE

Ben Franklin Monthly

*Published for the Employing Printers of the United States and Canada
at 440 South Dearborn Street, Chicago, Illinois*

New York Office, 27 Warren Street

Vol. XIX

20c the copy

JULY, 1922

\$2.00 the year

No. 10

Foreign Subscription \$3.00

Labor Divisions or no Labor Divisions?

RESOLUTIONS which have been adopted by several local Typothetae Associations point to the fact that the coming Cleveland Convention in October will face a renewed fight between those who favor labor divisions within the organization and those who do not. One of the largest local associations in the country, the Chicago Typothetae has already separated itself from the labor divisions within its own body and is spreading propaganda over the entire country in an effort to influence other locals to lend their support toward the elimination of national labor divisions at the coming convention.

The business of the United Typothetae of America is the business of every employing printer in the United States, whether a member or not. No other organized force, unless perhaps it is the force of trade unionism, has had a greater influence upon the industry for the past thirty-five years.

In many quarters there has been expressed dissatisfaction not only with the Open and Closed Shop Divisions, but also with a department which many thinking printers regard as one of the international association's most valuable assets, the department of industrial information.

BEN FRANKLIN MONTHLY would like to hear the frank opinions of its readers on this important subject. We shall be glad to publish in our September number as many letters on this important question as space will permit. The name of the writer should be signed to the letter, but will be omitted in publishing it if he so requests and the sources of such letters will be held confidential.

We would like especially to hear from local associations on the question.

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6th Reason

WHY the INTERTYPE IS
"The Better Machine"

This is the sixth of a series of practical talks on Intertype Construction. More will follow. Watch for them.

This type (36-point bold) was set on a Model D-s.m. Intertype. The slugs are 42 ems (7 inches) wide.



Note convenient operating position of the side magazine keyboard.



Change from one side magazine to another made in four seconds.



Side magazines can be removed and replaced in ten seconds.



Split magazine can be removed and replaced in less than seven seconds.



Bottom and middle magazines as easy to change as top one.

Large type is usually set in wide lines. The common limit for line-casting machines is 30 ems (five inches). The Wide Measure Intertype, Model D-s.m., sets a line 42 ems wide (seven inches) on a single slug.

The bulk of display composition is in sizes up to 36-point. Intertype Model D-s.m. sets full width 36-point bold and condensed faces up to 60-point.

Intertype Model D-s.m. carries two standard magazines, one split magazine, and three side or

auxiliary magazines. With extra magazines and matrices, which can be substituted in a few seconds as shown in the pictures above, the range of Model D-s.m. is practically unlimited.

Popular type faces, including the Bodoni Series, Century Expanded, Century Bold, Cheltonian Old Style, Cheltonian Bold, etc., can be furnished in sizes up to 36-point (full width), as well as a great variety of head-letter faces. New faces are produced from time to time as required.

INTERTYPE CORPORATION

General Offices, 809 Terminal Building, BROOKLYN, N. Y.

5481 Rand-McNally Building, CHICAGO

305 Glaslyn Building, MEMPHIS

560 East Howard Street, SAN FRANCISCO

Canadian Representative, Toronto Type Foundry Co., Ltd.

Exhibitor, Boston Graphic Arts Exposition, August 28th to September 2nd

Legal Standing of Unions Fixed

Chief Justice Taft of The Supreme Court Holds That Great Growth of Labor Unions Makes Them Amenable to Law

IN ONE of the most radical decisions ever rendered by the Supreme Court of the United States, Chief Justice Taft has definitely fixed the legal responsibility of labor unions. The decision, given recently at Washington in the case of the United Mine Workers of America et al., plaintiffs, vs. The Coronado Coal Co., et al., holds that unions, although unincorporated, may be prosecuted as a body for violation of law.

The entire decision, interesting though it is to all employers of union labor, is too long to print here in its entirety. The following extract, read by Chief Justice Taft after he had stated the case, is that part of his decision which fixes a precedent making labor unions suable:

Were the unincorporated associations, the international union, district No. 21, and the local unions suable in their names?

The United Mine Workers of America is a national organization. Indeed, because it embraces Canada it is called the international union. Under its constitution, it is intended to be the union of all workmen employed in and around coal mines, coal washers, and coke ovens on the American continent. Its declared purpose is to increase wages and improve conditions of employment of its members by legislation, conciliation, joint agreements, and strikes. It demands not more than eight hours a day of labor. . . . The ultimate authority is a general convention to which delegates selected by the members in their local organizations are elected.

The body governing the union in the interval between conventions is the international board consisting of the principal officers, the president, vice-president, and secretary-treasurer, together with a member from each district.

The president has much power. He can remove or suspend international officers, appoints the national organizers and subordinates, and is to interpret authoritatively the constitution, subject to reversal by the international board. When the board is not in session the individual members are to do what he directs them to do. He may dispense with initiation fees for admission of new locals and members.

The machinery of the organization is directed largely toward propaganda, conciliation of labor disputes, the making of scale agreements with operators, the discipline of officers, members, districts and locals, and toward

strikes and the maintenance of funds for that purpose. It is admirably framed for unit action under the direction of the national officers. . . .

The rules as to strikes are important here. Section 27 of the constitution is as follows:

"The board shall have power between conventions, by a two-thirds vote, to recommend the calling of a general strike, but under no circumstances shall it call such strike until approved by a referendum vote of the members."

Under article 16, no district is permitted to engage in a strike involving all or a major portion of its members without sanction of the international convention or board.

Section 2 of that article provides that districts may order local strikes within their respective districts "on their own responsibility, but where local strikes are to be financed by the international union they must be sanctioned by the international board."

Section 3 provides that in unorganized fields the convention or board must sanction strikes and no financial aid is to be given until after the strike has lasted four weeks, unless otherwise decided by the board. The board is to prescribe conditions in which strikes are to be financed by the interna-

tional union and the amount of strike relief to be furnished the striking members. . . .

The membership of the union has reached 450,000. The dues received from them for the national and district organizations make a very large annual total, and the obligations assumed in traveling expenses, holding of conventions, and the general overhead cost, but most of all in strikes, are so heavy that an extensive financial business is carried on, money is borrowed, notes are given to banks, and in every way the union acts as a business entity, distinct from its members. In no organized corporation is more power centered in the executive bodies.

Undoubtedly at common law an unincorporated association of persons was not recognized as having any other character than a partnership in whatever was done, and it could only sue or be sued in the names of its members, and their liability had to be enforced against each member. *Pickett vs. Walsh*, 192 Mass., 572; *Karges Furniture Company vs. Amalgamated Wood Workers*, local union, 165 Ind., 421; *Baskins vs. United Mine Workers* (Ark.), decided Nov. 7, 1921 (234 S. W. 464).

For years the question of the legal responsibility of labor unions has been a sore point between unions and employers. Various state courts have already set precedents adjudging unions legally responsible. For the first time in the history of the nation, however, the Supreme Court of the United States has handed down an opinion fixing their legal status.

A decision of the Supreme Court amounts to a law-making act, for it sets a precedent for all lower courts in all states. It is a radical decision in the history of labor unions, but one for which students of law have looked for many years.

It deserves the most serious consideration by both employers of union printers and all members of printers' trade unions.

—The Editor.

But the growth and necessities of these great labor organizations have brought affirmative legal recognition of their existence and usefulness and provisions for their protection, which their members have found necessary. Their right to maintain strikes, when they do not violate law or the rights of others, has been declared. The embezzlement of funds by their officers has been especially denounced as a crime, the so-called union label, which is a quasi trademark to indicate the origin of manufactured products in union labor, has been protected against pirating and deceptive use by the statutes of most of the states, and in many states authority to sue to enjoin its use has been conferred on unions.

They have been given distinct and separate representation and the right to appear to represent union interests in statutory arbitrations, and before official labor boards. We insert in the margin an extended reference, "Furnished by the industry of counsel," to legislation of this kind.

Individuals Too Numerous to Sue

More than this, equitable procedure adapting itself to modern needs has grown to recognize the need of representation by one person of many, too numerous to sue or to be sued (Story equity pleadings, 8th ed. sec. 77; 94 and 97; *St. Germain vs. Bakery union*, 97 Wash., 282; *Branson vs. Industrial Workers of the World*, 30 Nevada 270; *Barnes vs. Chicago Typographical union*, 232 Ill. 402); and this has had its influence upon the law side of litigation, so that out of the very necessities of existing conditions and the utter impossibility of doing justice otherwise, the suable character of such an organization as this has come to be recognized in some jurisdictions and many suits for and against labor unions are reported in which no question has been raised as to the right to treat them in their closely united action and functions as artificial persons capable of suing and being sued.

It would be unfortunate if an organization with as great power as this international union has in the raising of large funds and in directing the conduct of 400,000 members in carrying on, in a wide territory, industrial controversies and strikes, out of which so much unlawful injury to private rights is possible, could assemble its assets to be used therein free from liability for injuries by torts committed in course of such strikes. To remand persons injured to a suit against each of the 400,000 members to recover damages and to levy on his share of the strike fund would be to leave them remediless.

Cites Precedent

In the case of *Taff Vale Company vs. Amalgamated Society of Railway Servants*, 1901, A. C., 426, an English statute provided for the registration of trades unions, authorizing them to hold property through trustees, to have agents, and provided for a winding up and a rendering of accounts. A union was sued for damages growing out of a strike. Mr. Justice Farwell, meeting the objection that the union was not a corporation and could not be sued as an artificial person, said:

"If the contention of the defendant society were well founded the legislature has authorized the creation of numerous bodies of men capable of owning great wealth and of action by agents with absolutely no responsibility for the wrongs that they may do to other persons by the use of that wealth and the employment of those agents."

He therefore gave judgment against the union. This was affirmed by the house of lords. The legislation in question in that case did not create trade unions but simply recognized their existence and regulated them in certain ways, but neither conferred on them general power to sue, nor impose liability to be sued. See also

Hillenbrand vs. Building Trades Council, 14 Ohio D. C. N. P. 628. *Holland jurisprudence*, 12th ed. 341; *Pollock's first book on jurisprudence*, sd ed. 125.

Though such a conclusion as to the suability of trades unions is of primary importance in the working out of justice and in protecting individuals and society from possibility of oppression and injury in their lawful rights from the existence of such powerful entities as trade unions, it is after all in essence and principle merely a procedural matter. As a matter of substantive law, all the members of the union engaged in a combination doing unlawful injury are liable to suit and recovery, and the only question is whether when they have voluntarily, and for the purpose of acquiring concentrated strength and the faculty of quick unit action and elasticity, created a self-acting body with great funds to accomplish their purpose, they may not be sued as this body, and the funds they have accumulated may not be made to satisfy claims for injuries unlawfully caused in carrying out their united purpose.

Trade unions have been recognized as lawful by the Clayton act; they have been tended formal incorporation as national unions by the act of congress approved June 29, 1888 [24 stat. 86] in the act of June 29, 1886 [24 stat. 86], 1912 [37 stat. 415], a commission on industrial relations was created providing that three of the commissioners should represent organized labor.

The transportation act of 1920, sections 302-307 [41 stat. 469], recognizes labor unions in creation of railroad boards of adjustment, and provides for action by the railroad labor board upon their application. The act of congress approved Aug. 5, 1909, Chap. 6, Sec. 38 [36 stat. 112], and the act approved Oct. 3, 1913, Chap. 16, Subd. G. A. [33 stat. 172], expressly exempt labor unions from excise taxes.

Postal Employees' Unions Authorized

Periodical publications issued by or under the auspices of trades unions are admitted into the mails as second class mail matter. Acts of 1911, 1912, Chap. 389 [37 stat. 550]. The legality of labor unions of postal employees is expressly recognized by act of congress, approved Aug. 24, 1912, Chap. 389, Sec. 6 [37 stat. 539, 555]. By act of congress, passed Aug. 1, 1914, no money was to be used from funds therein appropriated to prosecute unions under the anti-trust act [38 stat. 609, 652].

In this state of federal legislation, we think that such organizations are suable in the federal courts for their acts, and that funds accumulated to be expended in conducting strikes are subject to execution in suits for torts committed by such unions in strikes. The fact that the Supreme Court of Arkansas has since taken a different view in *Baskins vs. the United Mine Workers of America*, supra, cannot under the conformity act operate as a limitation on the federal procedure in this regard.

Our conclusions as to the suability of the defendants is confirmed in the case at bar by the words of Sections 7 and 8 of the anti-trust law. The persons who may be sued under Section 7 include "corporations and associations existing under or authorized by the laws of either the United States, or the laws of any of the territories, the laws of any state, the laws of any foreign country."

This language is very broad, and the words given their natural signification certainly include labor unions like these. They are, as has been abundantly shown, associations existing under the laws of the United States, of the territories thereof, and of the states of the union. Congress was passing drastic legislation to remedy a threatening danger to the public welfare, and did not intend

that any persons or combinations of persons should escape its application. Their thought was especially directed against business associations and combinations that were unincorporated to do the things forbidden by the act, but they used language broad enough to include all associations which might violate its provisions organized by the statutes of the United States or the states or the territories, or foreign countries as lawfully existing; and this, of course, includes labor unions, as the legislation referred to shows.

Thus it was that in the cases of *United States vs. Trans-*

Missouri Freight Association, 166 U. S. 29; *United States vs. Joint Traffic Association*, 171 U. S. 505; *Montague & Co. vs. Lowry*, 193 U. S. 38, and *Eastern States Lumber Association vs. United States*, 234 U. S. 600, unincorporated associations were made parties to suits in the federal courts under the anti-trust act without question by any one as to the correctness of the procedure.

For these reasons we conclude that the international union, the district No. 21 and the twenty-seven local unions were properly made parties defendant here and properly served by process on their principal officers.

What Is The Business Cycle?

Peculiar Phenomenon Which Makes Booms and Slumps Follow Each Other Regularly Being Studied by Department of Commerce

By EDWARD EYRE HUNT

Secretary, President's Conference on Unemployment

IN THREE paragraphs which follow, from an official circular issued by the Department of Commerce, may lie an indication of the right road which industry is yet to take, if the ever-present threat of hard times and business depression is to be put permanently behind the manufactures and workers of the United States.

"The President's Conference on Unemployment last autumn suggested that an analytical study of the business cycle be prepared and an attempt be made to collect statistics and facts as to the methods for offsetting the bad results of those periods of expansion and depression which have been characteristic of our industries.

"A Committee on the Business Cycle was appointed by Secretary Hoover, consisting of Owen D. Young, chairman, Clarence Mott Woolley, Joseph H. Defrees, Matthew Woll, Miss Mary Van Kleeck, and Edward Eyre Hunt, secretary.

"The work of making the survey of the business cycle has been undertaken by the National Bureau of Economic Research, Inc., 175 Ninth Avenue, New York City, of which Dr. Wesley C. Mitchell, the American authority on the business cycle, is director."

This committee is to report in the autumn. It will make certain definite recommendations. Some of them will deal with the part which the Government is to play and some of them with industry's share in the new business life of the nation. Statistics, of course, will have much to do with the solution of this problem of the business cycle, to which forehanded men are looking as a possible way out of their many troubles.

Question: What is the business cycle?

Answer: That recurring procession of booms and slumps which affects our industry and our business directly, and our agriculture indirectly.

The solution: Applying to the future a knowledge of the past.

Prudent Andrew Carnegie had the cycle complex in his canny brain fully fifty years ago, though he may not have known it by any such high sounding term. Before the panic of 1873, he was asked why he did not build more furnaces.

"It will be cheaper to wait," he said, "and buy the furnaces which other men are building."

He did not foresee the panic exactly, but he realized that the steel industry was getting out of hand and that certain boom-projects were foredoomed to fail. He knew about the business cycle, though he could hardly have expressed it in words.

The Department of Commerce, through the Survey of Current Business, aims to give the careful American business man such statistics as will help him to make sound judgments on what is happening and what is to happen in the future. The Committee on the Business Cycle expects to put down in words and figures the swing of the pendulum from high to low and back again.

Both are interested in furnishing such information as will enable the wide-awake business man to lop something off the boom times and put it on the slump periods.

More business men are studying the cycle than ever before. The experience of such men will shortly be made available to the many.

Four times in a single generation, there have been cycles of depression following booms—in 1921, only now just beginning to disappear; a similar situation in 1914-15; again in 1908; and back in 1894-96. Well within thirty years, then, we have had four situations in which the unemployed have been reckoned by the millions and the idle capital by the billions.

How are we going to make more even these ups and downs—that is, take something off the top of the good times and with it fill in the troughs of the depressions?

This is the question which the committee hopes in some measure to answer in its study of the cycle.

It plans to point the way to a knowledge of the long-range trend of business. It will make a study of the financial devices for controlling the business cycle; and the improvement of the statistical indices of employment and other business barometers.

These recurring periods of inflation and deflation in general business are intimately reflected in each individual business, and each individual manufacturer needs now to study his own business cycle. The organizations which have done this in the past have reaped prompt benefits. Some of these are the Dennison Manufacturing Company, the American Radiator Company, and the American Telephone and Telegraph Company, but a rapid survey of American business shows more than fifty other examples of intelligent anticipation of the business cycle by American business men.

It is worth noting that this intelligent anticipation results not merely in greater security on the job for the employes—and of course the President's Conference on Unemployment is interested in that—but also it has resulted in profits to the employer at a time when other people's business was in the doldrums.

Ad Mediums For The Small Shop---II

It Is Essential, in Advertising Your Product That You Lay Emphasis Upon Your Own Peculiar Ability to Serve

By NOBLE T. PRAIGG, *President, Praigg, Kiser & Co.*

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IT WAS pointed out last month that before a printer can hope to establish a well-planned advertising campaign, he must intelligently answer five questions relating to his business, the people to whom he preferred to sell, etc. But in considering the campaign itself, there is, after all, one factor which stands out more conspicuously than all others:

What is the one central sales idea around which the entire campaign will revolve to most profitable advantage?

Call it dominant idea, primary appeal, or what you will, in order to make the campaign coherent, logical and convincing, it must have a central purpose or policy. "Printing" is not enough; perhaps you do not specialize sufficiently on any one kind of printing to build an appeal on that; nor can we place the entire selling responsibility on the appeal of "service," because such a factor is only a statement of opinion until the buyer has put it to test.

In attracting new buyers—and quite often in holding old ones—we must build up and maintain a selling personality and distinctiveness. We want to make our sales argument so attractive to the prospect that he will literally *want* to put the "service" offer to a test. Similarly, we want the present customer to feel that nowhere else can he enjoy superior co-operation.

Analyze the majority of well-connected campaigns, whether they be modest or exceptionally broad in scope, and practically always a single underlying idea will be standard to all the advertisements. One automobile oil emphasizes its heat-resisting properties; another urges us particularly to note how carefully it is graded to suit the engines of different cars; a paint maker advertises the exceptional whiteness and lasting qualities of his product; a washing-powder manufacturer points out how much the housewife's burden is relieved through certain individual properties of his powder.

In every printing business, too, there is one outstanding characteristic which can be made to combine tactfulness with forceful appeal. Perhaps you specialize in small work; perhaps your equipment is exceptionally restricted but unusually efficient in production of volume or quality, or both. Possibly you have an employe who is particu-

larly artistic in display composition. Possibly your type cabinets offer a talking point in their practical variety of faces, or in the newness of the type. Possibly yours is the shop to which the buyer can always look for newest ideas in the physical form of printing.

But naturally, no matter what the appeal, the well-defined atmosphere of service must stand out through strong suggestion. By making your printing plant an organization of people, rather than a production machine, you will add further and longer-lasting value to your advertising appeal.

Before establishing an arbitrary program, it is well to examine the exact points of service which can be provided apart from the mechanical, technical service which, of course, the customer has every right to expect.

And here, incidentally, is why so much printers' advertising falls short of its purpose. The printer bases his appeal to the buyer only on those points which can be equaled or excelled by innumerable other printers who have the same equipment. The Colt's Armory across the street is, technically speaking, no better nor no worse than your own, if it has had proper care. But the men who operate it are vastly different. One, perhaps, is a true artist in his craft; the other looks upon his work as sim-

ply a job from morning to night. It takes no wizard to speculate over which product is superior.

After all, what a printer sells is a fabricated product, but the appeal on which he sells nine times out of ten is based on the human element. And the printer's own contact with his customers brings up the point of what his service may be, apart from the mere providing of so many impression on such and such stock with two specified colors of ink, to be delivered by a specified approximate time. There are four points of service which should not only be considered as part of the advertising campaign, but which should be kept in mind in personal selling:

Advisory Service—by which the copy which the customer submits is reviewed toward insuring its best display in the physical limitation of the printed piece. Every customer knows how often a customer will bring in a

This is the second of the series of twelve articles prepared by Praigg, Kiser and Co. for the readers of BEN FRANKLIN MONTHLY and the fifth of the fifty-two display advertisements which are for your use if you are a paid subscriber.

One of the display advertisements was printed in the June issue of this magazine. To over a score of subscribers who requested it we have sent three more for June and will send one for each week of the coming year absolutely without charge.

If your name is not on this list it should be. This advertising service is yours for the asking. You have only to write to us saying, "Please send me the additional advertisements for July and put me on your list to receive them every month free of charge."

—The Editor.

sheet of copy which is to be reproduced in a circular of specified size, when the display elements of the copy are often wholly absurd when type restrictions are considered.

Suggestion Service—by the operation of which the printer gives thought to the customer's advertising folder, for example, and places himself in position to urge intelligently a changed form and a modified selling appeal so the customer's market may be approached more frequently and with a varied "sales approach."

An Inquiry Service—by which the customer is questioned about the exact purpose for which the printing is designed; and out of such questioning it is frequently learned, for instance, that a booklet would be far better than the folder which the customer thought he preferred; or possibly, a circular is needed instead of the envelope enclosure which the customer first had in mind.

Copy and Art Service—an exacting and extremely important assistance which many printers are not able to provide, but which they should place themselves in position to provide through a working program with some trustworthy man or firm whose business it is to write copy and make drawings for use in printed advertising. There are printers in very small towns here and there throughout the country who are succeeding wonderfully well in providing a service of this kind. They are looked upon by their customers as being thoroughly dependable for copy and art to be used in the folders, circulars, mailing cards, and other forms of printing which the customers use. Sometimes the buyer of printing will outline briefly to the printer what he thinks he wants, then say to the printer, "You go ahead and get me up whatever you think is right." And the printer, transmitting this information to the advertising firm which he has retained, simply sits back and waits until the completed product is returned to him for presentation to his customer.

Stripped of all the details, the printer's advertising campaign has just two things to do: First, systematically re-enforce personal calls on present customers; second, introduce the printer's plant and his salesmen to an entirely new field of printing buyers so far as his present customer-accounts are concerned.

To carry out the first requirement, there are three points which must be observed:

No matter what forms of advertising are used, make the advertising remind the customer of the printing service they have previously been enjoying, and emphasize the fact that these same services continue at their disposal.

Inform customers of additional service which they have not yet used as much as possible.

Convince them that their best interests call for a continued relationship with your plant, without consideration for other possible sources of printing supply.

In reaching and influencing the new customer, there are four points to keep in mind:

That they must be familiarized with your capacity and desire for rendering sincere service.

That their interest must be won to the point of developing at least a passive desire to investigate such service.

Quicken that desire into an active impulse to "talk it over."

Develop confidence to the point at which new customers may approach you rather in the spirit of buying a trustworthy printing service than as a source for lower prices.

It is a well-founded conclusion in selling, based on the experience of generations, that men buy few products in order to have the product itself. Rather do they buy for the benefits they will gain through having the product or through putting it to use. When printing is sold simply as paper, ink and typography, it is sold simply as a product. When it is sold to accomplish more sales for the buyer, or that it may represent him in a more dignified or appropriate way—then printing is sold as a service.

"--as Promised"

"The man who trusts men will make fewer mistakes than he who distrusts them."—*Cavour*.

SOMETIMES we sacrifice peace of mind and create more worry for ourselves than is necessary—by being skeptical of the other man's promise. So often this condition holds true with regard to printers because the buyer of printing overlooks the first detail in printing excellence:

If it is worth printing at all,
it is worth printing well.

In this shop we have a deep interest in producing printing "as promised." That is, at the time when the customer specifies it. But now and then, conditions of weather and temperature create insurmountable barriers to promptness. In that instance, we are naturally guided by the desire to turn out a meritorious product, making the delivery time of secondary importance.

We sincerely believe that "as promised" really has a stronger reference to quality than time. We invite your use of our service on that basis.

Your Name Here

Telephone

Local Address

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Fifth of a series of fifty-two newspaper ads prepared by Praigg, Kiser & Company for readers of BEN FRANKLIN MONTHLY. Three more for July will be sent free upon request. Set two columns wide—six inches high.



Who Makes the Engraver Curse?

He Does, You Know, Occasionally, and Now and Then
the Name of a Printer Slips Into His Troubled Remarks

By RICHARD E. BAKER

A FEW days ago, with time hanging heavy on my hands, I wandered into the office of a large engraving plant and said, "I am a printer craving knowledge. I have bought much of your more or less type-high product, have learned by bitter experience that an 'engraver's promise' and a 'printer's promise' are very much the same sort of thing. I have stood in awe before the fineness of some of your work and aghast at the horrible messes you have made of other pieces, but never in my life have I actually walked through one of your plants from cellar to attic and seen just how it all came about. And now I have an hour to spare and would be shown through your plant."

Perhaps it is something of a wonder that I was not thrown out. But I wasn't. Instead I was very courteously shown through the plant from the art department to the shipping room.

One thing that amazed me was the resemblance which some rooms bore to a department store. There was a group of electric lamps, waiting to be photographed, in one corner that would have furnished a small town electrical store with a year's stock. In another corner lay a pile of clothing that would have made a whole village of starving Roumanian children dance with joy in the public square. Over on an etcher's table lay enough cuff links and stick pins to make a pickpocket scratch his palm, while nearby was a shop girl's paradise of cheap perfumery.

And as to works of art and other pictures! I gasp now when I think of the wall space they would take up if hung with breathing space between them! There were children eating apples, raisins, candy, chewing gum, crackers, peanut butter, ham, breakfast foods, ice-cream, oranges, and other vitamine containers until I sighed for the doctor's bills their parents would pay.

There were ladies wearing hats, caps, tams, collars, waists, belts, skirts, stockings, shoes, corsets, underwear, and nothing, until I blushed at the intimacy of the place.

And when I saw a stripper (I believe that's what they called him) calmly cut one of the poor creatures in two, eventually patch her up again, and from another plate remove her underwear and place it on her, I mentally made a polite little obeisance to him for his fortitude and skill.

I watched men playing with their fingers in acid as though it were water, saw them etch and re-etch by hand, saw them skillfully guide a heavy arm with a buzzing routing tool in it so carefully that it touched, but did not mar delicate lines on zinc etchings.

And when my guide and I had returned to the office, after an hour during which I had been fascinated at the intricacies of a process I thought I had understood rather well, I said to him:

"I imagine that I won't swear at you quite so easily after this. I had no idea there was so much of it. Good heavens! There are a dozen places where you might go wrong on a single engraving. But it all seems to go so smoothly here. Don't you have any trouble? Now in printing—"

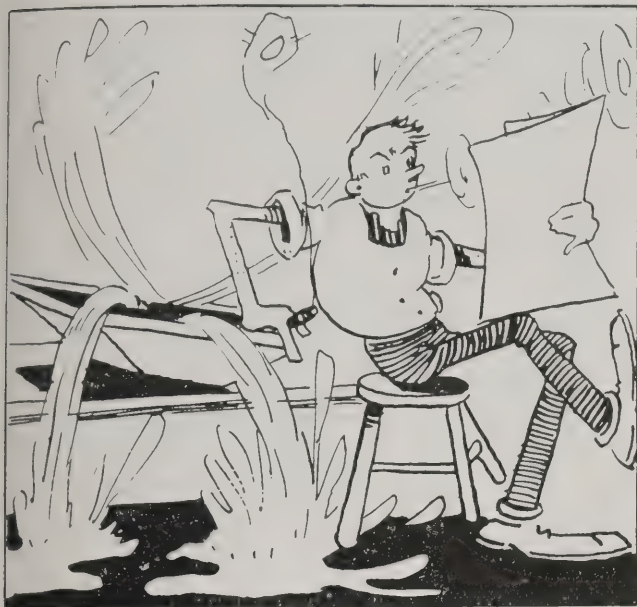
"Well," said my host, "do you really think that the printer has a great deal to kick about? Now who are you sore at?"

"Who, me?" I replied, light-heartedly, as though I hadn't a trouble in the world, "I'm not sore at anybody in the world—except two people."

"And who are they?" from my polite friend.

"The man from whom I buy and the man to whom I sell. The first won't give me the long price list and is too late with his deliveries, and the second won't give me the long price and thinks that I'm too late with mine. Now, what's your grouch?"

"Well, you are such a confiding lot" (I purred) "—that is, some of you are. Yes, I have even had printers send me illustrations with the utmost confidence that we could suspend the laws which Euclid decreed every school boy should learn. It is really very touching at times. I hate so to confess that we can't do it."



Then he became reminiscent.

"There was the loveliest little lady came in here one day. Told me she was Bowater's private secretary and she had a job that he wanted to make look especially well. You know Bowater has a reputation for being the most artistic printer in town—does all the programs for the Tuesday Afternoon Art, Literature, Travel, Essay and Critique Club, and all that sort of thing.

"And here was his secretary—a winsome wisp of a girl, with blue eyes that said to one 'O, this terrible, cruel world—it is so hard for a little girl without a mother—you will protect me, won't you?' and lips which almost made you wish that you were young again and it was a moonlit night—

"There she stood with a drawing in her hand, saying, 'Mr. Bowater has so much faith in you! He just knows that you will be extra careful with this engraving. It is to be 3½ inches wide and 5 inches high, and—'

"Wait a minute, Miss,' I said, and you have no idea how I hated to do it. I measured the thing and found that it was ten inches wide now and seven inches deep. I thought she had just twisted the thing about, but there it was marked as plain as the size of your hat right on the drawing without the slightest suggestion that we were to crop it anywhere or anything at all that would save the situation.

"Now, of course,' I began tentatively, 'I wouldn't change any of Mr. Bowater's plans for the world, but do you suppose he would mind if we —er, changed the shape a little—made it, say five inches wide, and say 3½ high—or some such matter as that?'

"But she flew into a rage. 'O, how could you think of such a thing!' she cried, with the look of a hunted fawn in those limpid lakes of her eyes, 'Why Mr. Bowater would never consent to such a radical change in his plans as that! It is simply unthinkable. I shall have to consult him!'

"And so she beat it, and I haven't had an order from Bowater since. I suppose she acts as his purchasing agent, and has consigned me mentally to Limbo for my sacrilege.

"Of course, I'll admit that that's extreme. Most printers know by now that we can't suspend the laws of geometry and make one side of a reduced photograph any longer or shorter than the camera makes it when we set a dimension for the other.

"But there's the matter of screens. A lot of you fellows are still in the dark ages about them. One of your friends



actually came tearing in here the other day with a piece of egg-shell on which he had taken a proof of a 120-line screen halftone that we made, pointing to the smudge the thing was and raving because we were such rotten engravers. I asked him what screen he had ordered, and he said that he hadn't ordered it "by screens"—that he had sent over a sample of the kind of halftone that he wanted—a good clear print, and had said that he wanted one like it.

"Well, it developed that he had done just that. We had received his copy with a sheet of English finish stock on which had been printed a 120-line screen halftone.

"That was what his customer had brought to him and what he had originally planned to print the booklet on, but later his customer decided that he liked egg-shell better. That man may have been cut out for a printer, but if he was, the shears slipped.

"If only you fellows (of course a lot of you do, but I am thinking of those who don't) would make absolutely sure about the thing before you send copy to us. If you knew definitely what paper you were going to use and then knew what screen halftone would print best on it and would mark that screen on your order so that there could be no mistaking it. Or if you don't want to trust your own judgment on it, trust ours. Send us a sample of the paper you are going to use and let us choose the screen. We won't 'double-cross' you on it. The more really pretty pictures you have, the better we like it.

"Why, say, sometimes I'm tempted to spend fifteen dollars each on my customers in order to buy them a book that will educate them. The book is on my desk, and though it has been on sale for over a year I understand that there are still several copies unsold, which is not as it should be."

I was beginning to feel a strange sense of uneasiness, as though someone had caught me stealing jam, when he turned away to his desk and brought out a large green volume labeled, "Commercial Engraving and Printing, by Charles W. Hackleman," and handed it to me to look at. After a few minutes I began to get a further inkling of what he was driving at. Here was the first really comprehensive and practical treatise on engraving I had ever seen. It was illustrated with over 2,000 engravings, each labeled with the name of the process and, in the case of halftones, the screen.

I thanked him and hurried away. Reaching my shop I rushed out to the billing clerk and said to her:

"Miss Banning, add fifteen dollars to the price of that big catalogue job. I'm going to buy a book."

Building Up Newspaper Sales

Newscounter Sales and Circularizing Special Lists Each Week Build Permanent Business For Small Town Weeklies

By ROLAND T. PATTEN

THERE are thousands of people who are regular subscribers to the city dailies, and receive them through the mails. The number who are thus served, however, is so small in proportion to the total number of readers that one would have to search a good while to find a man who receives his daily paper that way. With the country weeklies the opposite is true. Few, and in some instances none, are sold by newsdealers and newsboys; practically all reach the subscriber through the mails.

It is not, generally speaking, advisable for a country weekly publisher to attempt to build up a newscounter business in exchange for the usual subscription method. A reader who subscribes and pays for his paper by the year is doubtless more of an asset than a man who buys a copy at the newsstand, and is thereby in a situation to discontinue at any time. There is, nevertheless, a considerable newsstand trade for country weeklies, which can be built up, and which will be in addition to rather than in place of the existing mail distribution.

There is usually a slight gain in revenue on newsstand sales. A popular price for country weeklies is 5 cents per copy, and they are usually charged to the newsdealer at 4 cents per copy, this yielding the publisher \$2.08 per year. As the subscription price is usually \$1.50 per year it will be noted that newsstand sales produce a profit of 54 cents over the subscription method.

In the case of the *Independent-Reporter*, of which I am business manager, very nearly 25 per cent are newsstand customers. The aggregate of our income bearing copies published weekly is 4,640. Roughly speaking, 3,900 go by mail to paid-in-advance subscribers, and 740 are sold on newscounters, or by our one newsboy. If all of this newsstand business was at once cancelled I have no doubt half of the customers would become permanent subscribers, but I should expect to lose the other half. Studying the matter in another way, I think our revenue bearing copies published weekly are about 370 more by reason of our newsstand business than they would be had we never given attention to developing newsstand sales.

There is always the possibility, also, that a newsstand customer may become a permanent subscriber. I have no doubt that many of the people on our list are there because they commenced reading an occasional copy purchased at the newscounter, and it is quite likely that a good number of these would not have been secured in any other way. These considerations have led me to attach considerable importance to newscounter sales, and I have devoted a good deal of attention to developing that

branch of the business. Many methods have been pursued, but I think that I have received the largest result for the least expenditure through the use of the following circular:

"We often receive orders to mail copies of our paper, where the party ordering desires a friend or relative to see some special news item or article it contains. It occurs to us you might wish a few copies thus mailed.

These we could send all to you, in one bundle, or each paper to a separate address as you prefer. In the latter case it is only necessary for you to furnish the addresses. We will address the wrappers, enclose the papers and post without extra charge. We usually urge our customers to let us do the mailing as we are equipped to do the addressing and wrapping conveniently, which is not always the case with the purchaser.

"When sending us items for publication (weddings, obituaries, or other events), please send with them, or immediately following, your order for any extra copies you may want of the paper in which they will appear. This is especially necessary where fifteen or more copies are wanted, as our surplus stock is not always sufficient to fill the aggregate of these special copy orders. If

we are notified on the Tuesday preceding our Thursday issue, we can increase the number printed to meet the extra demand. The list of names does not necessarily have to come with the order. It is well to send it early, but when necessary it can be delayed to reach us Thursday morning.

"The price is 5 cents a copy, postpaid, either to one address or to separate addresses, as above explained. One hundred or more copies, 4 cents each. If you wish any particular piece marked, so that the party to whom the paper is sent will be sure not to overlook it, we will attend to it if so directed.

"Very truly yours,

INDEPENDENT-REPORTER COMPANY."

Very promptly after each weekly edition I send these circulars to each person whom I suppose may be interested in some item or items in that particular week. The appeal is made doubly emphatic by clipping the particular item and attaching it to the circular. It will be observed that two things are aimed at: To induce the party to buy extra copies and to inform him where they are on sale. The circumstances are such that these circulars go to people in widely separated, and oftentimes in far distant localities. I am quite sure that this method has been very effective in developing newscounter sales and

If you are publishing a small-town weekly newspaper, you are doubtless faced with the perpetual problem of increasing your circulation.

Mr. Patten, business manager of the Skowhegan, Maine, Independent-Reporter, has great faith in newscounter sales. He says they turn occasional readers into permanent subscribers.

Other methods which have helped to build the success of the Independent-Reporter are described in this interesting story.

—The Editor.

substantial orders for extra copies sent direct to us. It may be readily believed also that it would secure an occasional new subscriber.

I also have an arrangement with moving picture theaters to run slides giving the name of the local newsdealer in each community where the *Independent-Reporter* is on sale. In return for this slide service I publish announcements for these theaters. These announcements are of almost 100 per cent news value, and the exchange, I am sure, is a very advantageous one. I have also spent considerable money in newspaper advertising in the towns or cities where the *Independent-Reporter* is on sale. This latter course is effective, but is open to the objection that the cost is more than any profit that can be realized for a considerable number of years. However, I think even this expense is justified, due to the fact that the business once established is sure to be permanent.

There is also a little pride in observing your paper on the newscounters along side of the "Ladies' Home Journal" and other nationally-known publications. On the whole, I think any publisher will be satisfied with the result if he starts in to create a newsstand business, or to develop one if he has already made a beginning.

Empire State Printing School Opened at Ithaca, N. Y.

THE Empire State School of Printing of Ithaca, N. Y., was formally opened at a luncheon meeting at the Ithaca Hotel, June 8. The meeting was attended by forty New York state publishers and was addressed by Layton S. Hawkins, director of education of the U. T. A.

"In establishing the Empire State School of Printing, the New York State Publishers' Association is making a very splendid contribution to education in the printing and publishing field," said Mr. Hawkins. "Statistics gathered by two government agencies show that if the printers and publishers of the country continue the present inadequate system of training for the trade, the printer as a craftsman will be practically extinct in another twenty-five years," continued the speaker.

Mr. Hawkins said that the printing industry of the country is now aroused to the condition in the trade and that the Empire State School of Printing in Ithaca is one of the pioneer institutions of the country which will do something to improve conditions.

"With present-day working conditions," said Mr. Hawkins, "it is almost impossible to give a boy sufficient training in a printing plant or a newspaper composing room. I am convinced that the schools will render the greatest service by giving boys the groundwork of the trade during

a six months' course while they are apprenticed. The Empire State School of Printing and other similar organizations will be made a specific part of a new apprenticeship to meet modern conditions."

The meeting of the New York State Publishers' Association held here was attended by representatives of about thirty newspapers of the state. A morning session was held at the Empire State School of Printing, 311 East Seneca street. The reports of committees and officers of the association were received at the morning session. The publishers made an inspection of the Empire State School of Printing. Resolutions were passed complimenting the committee, which was intrusted with the work of organizing the school, for the work which it has accomplished.

Hungarian Printers Seeking U. S. Business

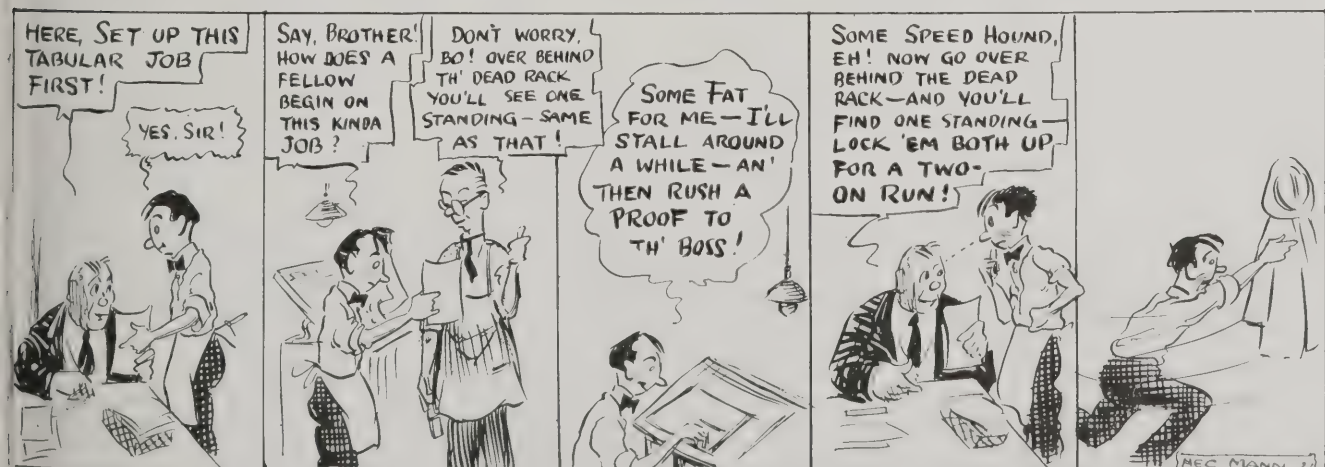
A LETTER received by the Berkshire Company, Chicago, from Tolnai Vilaglapja, Ltd., of Budapest, Hungary, makes an earnest plea for printing business. The letter is written in bad English and is evidently a form letter which has been broadcasted throughout the United States. The keynote of the whole letter is found in the one sentence, "Supposed you are in need of some printing work that would cost \$100.00 in America, we can deliver it for \$50.00." And at the bottom is printed in brown ink, "If you wish 500 printed visiting cards and 500 printed envelopes so we send you this for dollar 3.25 post-paid," leaving us quite in the dark as to the exact price.

The reasons why Hungarian printers feel that they can secure business in America are, of course, the same as those which have flooded continental Europe and England with cheap German and Hungarian printing. Low wages, long working hours and exchange favorable to the German and Hungarian in matters of sale, all combine to make it possible for either to come to America with prices which are very attractive.

Federal Trade Hearings Held in Washington and New York

FURTHER hearings in the case of the Federal Trade Commission vs. the United Typothetae of America and others were held in the East during June. On June 13 the Federal Trade Commission reopened its hearings in Washington, D. C., adjourning to New York City on June 14. These hearings are continued in the matter of the revised complaint of the Commission against the U. T. A. charging extortion and a tendency to fix prices in the printing industry.

Aint It a Dark and Dubious Feeling?---By Hec Mann



President Hopes to "B in Boston"

PRESIDENT HARDING hopes to "B in Boston" to open the Second Educational Graphic Arts Exposition which is to be held August 28 to September 2, so he told the delegates who called on him Friday, June 16, at the White House.

The invitation was delivered by Charles L. Dunton, first president of the Boston Club of Printing House Craftsmen, who said:

"The Second Educational Graphic Arts Exposition will be held in Boston, Massachusetts, August 28 to September 2, 1922, under the auspices of the International Association of Printing House Craftsmen. This association has clubs in thirty-seven American and Canadian cities and is composed of foremen and superintendents of establishments in the printing and allied industries.

"At this exposition there will be displayed and in actual operation practically every kind of printing equipment manufactured. There will also be an exhibit of printed matter showing the development of the industry in North America from early colonial days to the present time. The exposition is attracting international recognition and support.

"The printing industry requests most earnestly that you be present on the opening day of this exposition. You are the first printer to be President of our United States. We are all proud that a member of our profession has been chosen for this high office and will appreciate having you with us at this time where the largest gathering of printers ever assembled may see and hear you.

"The entire affair is being handled by the craftsmen

themselves, no professional promoter being connected with the management, the exposition being a practical demonstration of the motto of our association: 'Share Your Knowledge.'

"We earnestly hope to be honored by your acceptance of our invitation."

The President, replying, said that if he were in the United States at that time he would give the invitation his most sympathetic consideration, not as President of the United States, but as a fellow-printer. The Boston gentlemen were presented to the President by Senator Lodge. The party representing the Boston Club of Printing House Craftsmen was headed by President Edward Calkins, First Vice-President Joseph J. Dallas, Secretary John W. Fielding, and Treasurer Arthur E. Ham, of the Boston Graphic Arts Exposition, Inc.

President Harding entered his office with Laddy Boy skipping about him, as usual, and the dog sat in a chair behind him, while the group ranged themselves in front and were presented in a few words by Senator Lodge. Following this exchange of courtesies, President Harding, accompanied by Senator Lodge, went to the lawn in the rear of the offices, where a group picture of the party was taken.

The same kind of ignorance which, operating on a large scale, causes wars between nations, makes industrial competition a battle instead of a healthful stimulation. Only through organized education will the printers of this country be made to see that there is room for all, work for all, and the possibility of success for all.

—G. Frederick Kalkhoff in *The Imprint*.



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Standing: E. W. Calkins, Harry L. Brigham, Mrs. George Rhodes, George Rhodes, Mrs. E. W. Calkins, John W. Fielding, Cecil H. Wrightson, William H. McMaster (rear); John F. Sullivan (front); Charles L. Dunton, James Brown, Senator Henry Cabot Lodge, President Harding, Jeremiah Roche, Meyer F. Lewis, Fred A. Williams, Charles F. Shirley, Joseph J. Dallas, Arthur E. Ham, Herbert Farrier, John D. Babbage, John J. Deviny. Kneeling: Joseph P. Donovan, Mrs. Elizabeth L. Birdue, Mrs. Anne J. Buckley, Mrs. John W. Fielding, Mrs. Jeremiah Roche, Mrs. John F. Sullivan and Mrs. James Brown.

Ninety-Five Are Graduated From Indianapolis School

NINETY-FIVE practical printers left the grounds of the U. T. A. School of Printing at Indianapolis on Friday, June 9, after having received diplomas from Frederick W. Hamilton, secretary of the U. T. A. committee on education, which certified that they had completed the courses prescribed for them. There were addresses by J. Linton Engle, president of the U. T. A., Dan I. Glossbrenner, Milo H. Stuart, principal of the Arsenal Technical Schools, and Layton S. Hawkins, director of the U. T. A. department of education. Luncheon was served on the school campus.

Chicago Issues Open Shop Directory

AN exceedingly attractive and well-arranged directory of open-shop printers in Chicago has just been issued by the Typothetae Association of the Franklin-Typothetae, as the first of a permanent semi-annual directory. The directory consists of thirty-six pages and several advertising inserts. There is an alphabetical list of all members of the Typothetae Association and a classified list which repeats the names of the individual printers under the headings of their specialties.

Fifteen thousand copies of the directory have been mailed to buyers of printing in Chicago. In the future it is planned to issue revised directories every April and October.

It is a gratifying fact that this directory, which will be a valuable addition to the reference booklets on a purchasing agent's desk, is paying its own way. On this first issue the entire expense of issuing has been covered by the advertisements which it carries.

The directory was printed by Ben C. Pittsford Co.

A Color Chart to Save Wear and Tear on the Brain

THE significance of color in modern printing cannot be over-estimated. It has practically come to be indispensable to the successful exploitation of a great number of commodities. Data compiled from the responses to colored and uncolored illustrations in the mail order catalog puts it beyond the pale of guess or experiment.

Of the many systems which lately have been advanced to meet the need for a broader and more comprehensive working basis for the use of color, the Taylor System of Color Harmony presents one of the most positive means to this end. Many of the systems introduced recently begin with the theory, which they attempt to prove. The Taylor system begins with the proof, the theory of which you are privileged to deduce if desired.

The Taylor System of Color Harmony consists of a color key-board made up of the spectrum band, divided into equal intervals and graduated in four distinct tones. The color harmony is obtained through the application of masks with cut-out windows, and wherever this mask is applied to the key-board three harmoniously related colors are instantly brought before the view. By sliding the shutters of the mask, the various tones of these color combinations can be exposed, giving one the further opportunity of thrashing over, in a few moments, all the various tone combinations of a given color scheme.

The bands of neutralized and blended color offer valuable assistance to the printer, showing the results to be gained by the printing of one color over another. Some twenty thousand combinations can be thus arrived at by the use of the Taylor color chart and at the same time it affords a carefully worked out background for individual color experiments and color harmony analysis.

The system of charts and masks is produced by the Taylor System of Color Harmony, 425 Fifth avenue, New York City, and is for sale at \$15.00 a set.

Engraver Heads Ad Clubs of World

LOUIS E. HOLLAND, president of the Holland Engraving Company, Kansas City, Mo., was elected president of the Associated Advertising Clubs of the World at the eighteenth annual convention at Milwaukee. Atlantic City was chosen as the convention city for 1923. London was recommended for the 1924 convention.

Mr. Holland outlined his program for the clubs for the coming year as follows:

"I am particularly interested in the further rapid development of the educational work of the association, for better advertising means more advertising and it means that advertising will be more useful to the public, to the advertiser and the advertising medium. We must give more attention to educational work, for greater knowledge of advertising.

Program Announced for A. P. E. A. Convention

NOW is the time for all good photo-engravers to buy their tickets for Grand Rapids, Michigan. All arrangements are completed for the twenty-sixth annual convention of the American Photo-Engravers' Association, to be held at the Hotel Pantlind in that city July 20, 21, 22. Here is the program:

Thursday, July 20, 9.00 a. m.: Registration of Visitors, Reception Committee Room; Formal Opening of Twenty-Sixth Annual Convention, 10.00 a. m.; Invocation, Dean C. E. Jackson, St. Marks Cathedral; Opening Address, Oscar Tandler, President, Grand Rapids Photo-Engravers' Club; Addresses of Welcome, Hon. William Ottman, Mayor of Grand Rapids; President Graves, Chamber of Commerce; Introduction of President Adolph Schuetz; Responses to Addresses of Welcome, E. W. Houser, Chicago, Henry Petran, Milwaukee, F. E. Andrews, Portland, L. B. Folsom, Boston; Appointment of Committees; Adoption of Minutes of the Previous Meeting; Reading of Communications.

No. 1—The Value of Teaching Photo-Engraving in Educational Institutions—E. W. Greene, Instructor in the Department of Photo-Engraving, Wentworth Institute, Boston; No. 2—Rival Illustrative Methods and Their Influence Upon the Photo-Engraving Industry—A. J. Newton, Rochester; No. 3—Co-operative, Ethical and Constructive Competition—R. B. Olsen, New York; No. 4—Action on Officers' Reports and Recommendations—Floor Leader Louis E. Holland, Kansas City; No. 5—Building the American Photo-Engravers' Association on the Solid Rock of Service—V. J. Everton, Detroit; No. 6—The Cost of Our Products—Floor Leader Geo. H. Benedict, Chicago; No. 7—The Standard Cost System—Floor Leader F. W. Gage, Battle Creek, W. B. Lawrence, Chicago; No. 8—Industrial Relations—Floor Leader C. A. Stinson, Philadelphia; No. 9—Collective Advertising for More and Better Business—Floor Leader Oscar F. Kwett, Canton; No. 10—Election of Officers; No. 11—Resolutions and Unfinished Business.

Entertainment Program: *Thursday*—Banquet and Dance, Pantlind Hotel, 8.00 p. m.; *Friday*—10.00 a. m.—Ladies Visit Furniture Exhibits; 11.30 a. m.—Ladies' Auto Ride and Luncheon, Highland Country Club, followed by Musicale; 7.30 p. m.—Auto Ride through city, Vaudeville at Ramona Park; *Saturday*—Golf Tournament.

"ASIDE FROM THAT IT'S ALL RIGHT"

By WILL RANSOM

THE Trade Compositor, Chicago.—Another good number with the usual excellent presentation and interesting text. The article heads, especially at top of page, would look better with a little more white above and below them; in fact, the whole head could be opened somewhat.

Central Typesetting and Electrotyping Co., Chicago.—Somebody in that place has brains and vision and is not afraid to use them. Also, the firm is willing to spend real money to show what they can do, and how well. "Five Weeks at the Telephone," with its preliminary admission ticket, is a more than attractive presentation of a good idea, with a genuine advertising value.

Marion S. Burnett, Chicago.—The two U. T. A. folders are first rate. The larger one, particularly, is an excellent handling of much matter in small space without crowding.

Ben C. Pittsford, Chicago.—Our new letterhead pleases us immensely. We feel that it represents successfully the standards and viewpoint of BEN FRANKLIN MONTHLY and that, of course, is the first purpose of a letterhead.

The News-Dispatch, Shawnee, Oklahoma.—If the "Testimonial of Honor" could have been arranged in some form that did not require folding through the text, it would have been better. The circular letter on school auditing could hardly be improved, except for a little solid color on the text.

Commercial Art Engraving Company, Chicago.—"Built to Endure" is such a fine piece of book-making that it deserves the strictest criticism; in other words, it is good enough to be measured by exceptional standards. The most apparent suggestion is that the art work is a bit overdone; if there were less of it, especially in area, and handled more simply, it would present its message more definitely. The selection of type is hardly appropriate. No. 38 Monotype is an excellent face for many purposes, but too light, and even dainty, to do justice to the atmosphere of concrete.

Carbery & Reed, Chicago.—The announcement of your recent move to new quarters at 638 Federal Street is both attractive and practical, and should induce not only your old customers to follow you, but also new ones to look for you.

Regan Printing House, Chicago.—"The Man Who—" is a really beautiful folder in every element. The color scheme is particularly good.

Pontiac Engraving Company, Chicago.—If one must use the color scheme on your folder, "Busting In," you deserve credit for doing it so well. A little less of the Grant Monument would have left more room for the text. Where the message is the important thing, as in this case, a decorative illustration should decorate, not dominate.

Union Press, Chicago.—Your blotter, "Printing and Printing," is a piece of general publicity which should bring results. A printer's advertising should accomplish two purposes; it should educate the public to better taste and knowledge of printed matter, and also convince them, by both text and presentation, that your printing is at the right end of the scale. Don't hesitate to emphasize your own qualifications.

William Eskew, Portsmouth, Ohio.—Your resetting of the Typographical Union letterhead is a distinct improvement on the original, but I wonder if the four black lines are all necessary.

Crescent Engraving Company, Kalamazoo, Michigan.—"Speeding Business with Pictures" is very attractive to look at, but not so much to read, especially on the last page of text, where the printer overloaded the type to get plenty of ink on the first page cuts. It may be expensive advice, but when cut and type require different volumes of ink, they should be printed separately.

Shattock & McKay Company, Chicago.—Your circular, "More Than Mere Printing," is spoiled, in the eyes of a specialist, by the extremely amateurish lettering used. We all know that a great many buyers of direct advertising matter insist on lettering that "doesn't look like type," but that result can be accomplished with letters that are properly constructed and carefully drawn.

The Elm Vocational School, Buffalo, N. Y.—The portfolio of specimens produced by the boys of this school, boys whose ages average about fifteen and whose names suggest foreign parentage, is nothing short of amazing. William B. Kamprath, the principal, is certainly possessed of excellent taste and the ability to cultivate that taste in his pupils, for every specimen shows restraint and balance. There is not a single specimen which shows a vital defect in composition and arrangement, and some of them are notably good. The weakest spot in the collection is the press work on the halftones, which could be very much better. It is such schools as this to which we look for improved standards among printers, and all other craftsmen, and they seem to be developing a generation of artisans which will add lustre to our craft.

A note.—Some of the specimens this month remind me that there is a certain idea prevalent in human nature that is perhaps more apparent in the graphic arts than in any other form of expression. It is habitual with most people to consider things important in exact proportion to their size; the larger they are, the more worthy of admiration. An immense fortune, a thick book, or a big fish, all receive respect and even envy, even though the financier is of no particular value to the community, the book has no vital information, and the fish can be put to no practical use. If printers hope to improve the appearance of their productions, they must learn, among some few other things, that size, alone, has no emphasis value, or practically none, in comparison with the principles of harmony and balance which should control the arrangement and relation of various elements in any piece of printed matter.

A FEW BOOKS FOR PRINTERS

Discussed by EDWARD KERN

A Private Edition

THE Blakely Printing Company of this city has completed the printing of a limited edition of Henry Wadsworth Longfellow's "Tales of a Wayside Inn," for private distribution. The edition is small, being limited to eight hundred numbered copies, but anyone who is fortunate enough to obtain one will possess an unusually good example of art in book printing; a volume beautiful in type, make-up and binding. The printing is done on Coventry book paper with very pleasing effect, an effect to which the unique paper cover with its quaint wood-cut contributes not a little.

What seems, however, as worthy of comment as the book's intrinsic charm is the idea which brought about the making of such a book; the desire to create, for itself alone, a beautiful book. It is productive ideas of this kind that make for a greater national art in printing.

The "Tales of a Wayside Inn" themselves need little comment. They were printed first in 1863, and once or twice subsequently, I believe, with changes. Though of as much merit as his more popular works, the "Tales," with the exception of the "Landlord's Tale" ("Paul Revere's Ride"), have remained among the less known of the poet's writings, due, possibly, to their almost purely imitative character. In form, subject, even in word and phrase at times, these tales with their prelude follow the "Prologue" and "Canterbury Tales" of Chaucer.

A History of the Art of Writing

THE book of this title, written by William A. Mason, is not new. It was published by Macmillan in 1920, but having come to my hand only recently I am taking this first opportunity to comment upon its interesting content, and to bring it to the notice of those of the printing fraternity who may have missed it.

For though few people, probably, have not at some time pondered over the modern alphabet, those twenty-six letters which serve to express most of the intricacies of modern thought, wondering whence they came and how men did before these signs existed, printers particularly, it seems to me, must be interested in those remote beginnings which laid the foundations for the invention of the types with which they work.

But speculation on the origins of present-day printing, intriguing though they are, have little ground for development in the mind of the average person because the bits of information on the subject gathered by scholars after years of work and study are for the most part packed away in arid and voluminous treatises on archæology, etymology and the like.

It is this condition which makes Mr. Mason's contribution, a brief but comprehensive survey in one volume, so welcome to the inquiring mind of the busy working person. His book covers, in less than five hundred pages, the essential historical facts, from the cuneiform writings of the Babylonians and Assyrians to the present age of printing, a period of nearly five thousand years. The efforts of men to record their thoughts and deeds imperishably are traced through the book's fascinating chapters on "Picture Writing of the North American Indian,"

"Hieroglyphic Writing of the South Sea Islanders," "Chinese Ideographic Writing," "Hieroglyphic Writing of the Ancient Egyptians," "The Alphabetic Writing of the Phoenicians," "The Greek Alphabet," "The Roman Alphabet," and "Writing in the Middle Ages."

Plentiful illustration adds to the interest and clarity of the text, and an ample bibliography suggests sources for further study.

The modern should regard his heritage from the ages of struggle toward perfection in the art as a trust, to be administered wisely, added to and improved upon. "The ages of development," he says in his closing chapter, "that separate the effort of the poor scribe of the Monuments Blau, who also combined pictorial and written appeal in his slate-stone message, and the brilliant posters of our war-time billboards, have been filled with the sincere labor and aspirations toward higher ideals of humble workers, striving to improve the transmitted forms of the Art Preservative, to pass them on to succeeding generations for still further improvement. These letters, which have come down to us in this rich inheritance of the ages, are as talents to be improved, to be put to interest, not to be laid away as received. It is for us, as with our forebears, to improve the shape of these letters in our books, our monuments, or in use for public display, until we achieve the highest ideal attainable in the art of writing."

Two Pamphlets

FROM the Condé Nast Press of Greenwich, Connecticut, come two articles by Douglas McMurtrie, "Proofreading in the Fifteenth Century" and "Geographic Names—Their Spelling as a Factor in Typographic Style," the latter being reprinted from *Printing Art*, where it appeared in the issue for May, 1921. The first, "an examination of the evidence relating to correctors of the press at work in Paris prior to 1500," contains a brief but scholarly history of proofreading during those early times when first it was a part of the work of the highly educated printers themselves and later of a learned "corrector of the press."

The meticulous care which these first printers took to have their books perfect, textually and mechanically, and the difficulties they had to meet in their efforts are told very interestingly by Mr. McMurtrie. The first "corrector of the press" in France, Jean de La Pierre, studied at the University of Leipzig, held an M. A. degree from the University of Basle, and was rector of the University in the Sorbonne of Paris. With a fellow professor, Guillaume Fichet, he founded the first printing office in France, in 1470, for the purpose of furnishing correct Latin texts to students. It is not surprising that the output of this press, all of the proofs of which were revised by La Pierre himself, reached the high standard of excellence that it did. The pamphlet contains also a reproduction of a fifteenth century page of corrected proof showing the proofreader's marks then in use.

The article on Geographic Names is a plea for consistency in spelling on the part of authors of scientific works and for standardization in the spelling of geographic names whose orthography is still undetermined.

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*"I can furnish you with an argument.
I cannot promise to settle it."*

The U. T. A. Convention Exhibits

THE announcement made by the Cleveland Graphic Arts Club recently to the effect that the ninth floor of the Hotel Cleveland will be entirely devoted to exhibits of printing equipment and supply people, contains a pleasing commentary on the spirit in which this club is approaching the coming convention.

The thing which attracts attention immediately is the price at which the spaces for exhibits are being rented. Looking over the chart one rubs his eyes and looks again, for the highest price which it is possible to pay for a single exhibition room is \$7.00 a day, the price set by the hotel for the room, and it is possible to rent a very good room for exhibition purposes at \$5.00 a day. All of these rates for rooms on the ninth floor to be used for exhibition purposes are the regular daily rates set by the hotel.

This is the spirit which makes for great exhibitions and a great feeling of co-operation. The Cleveland Graphic Arts Club and the U. T. A. are to be highly congratulated for this willingness on their part to make it easy for exhibitors to show their products. It is to be hoped that the supplymen will take full advantage of their opportunity and that the exhibit will be highly successful.

Mr. Gompers Needs a Course in Logic

SAMUEL GOMPERS, president of the American Federation of Labor, in commenting upon the recent decision of the Supreme Court fixing the legal responsibility of labor unions, is reported to have said that this decision had set a precedent under which capital can "impose any condition on the working people of the country and they would not dare resist."

Mr. Gompers seems to be laboring under the delusion which has motivated the labor unions of Illinois and other states in opposing all efforts of other citizens to establish state police forces. That delusion is based upon the fallacy which assumes abuses of power where power is given. Reasoning based upon that fallacy would make it seem that every law of the land under which each of us is individually responsible is a direct blow at personal

liberty and that it may be used to impose unjust hardships upon any of us.

It is obvious that laws are so abused and that justice frequently miscarries, but these facts are not in themselves valid reasons for anarchy, nor do they belittle the truth that without laws and law-enforcement chaos would exist. Nor does it follow that because laws are abused the making of a law presupposes its general abuse.

The decision of Chief Justice Taft, which places a legal responsibility squarely upon the shoulders of labor unions and labor union officers, is the logical outcome of years of growth in numbers of members, organization activities, and consequent power of labor unions. It means that union officers may call strikes as they have in the past, but that if the activities of the striking unions during the strikes result in the restraint of interstate commerce the men who called the strike will be held accountable.

Union leaders are placed in a new and sobering light. Chief Justice Taft has given labor unions a tangible entity. It is a healthy indication for the success of future labor contracts that they will now be executed by two bodies legally responsible, instead of by one responsible body and one irresponsible, as has been the case in the past.

Meanwhile, labor leaders, including Mr. Gompers, will do well to follow a more logical course of reasoning than that which seems to have been responsible for the words attributed to the president of the American Federation of Labor. Labor unions will do well to welcome their new status and deport themselves in accordance with its needs. So long as the entire influence of their leaders is used to the end that they are law-abiding, they have nothing to fear from the precedent set by the Supreme Court.

The Growing Arbitration Habit

WHEN the millenium comes and a permanent truce has been called between employers of labor and union workmen, when there are no more strikes and no more lockouts with their expensive, destructive consequences, there will still be one expense which year after year will add to the invisible monument that has been under construction through the centuries of human relations, dedicated to human misunderstandings and the inability of a human individual to see with tolerance the point of view of another individual.

That will be the expense of formal arbitration.

In contrast to strikes, riots, and sabotage, arbitration is infinitely good. It is that force which says, "Come, let us reason together." Theoretically, the reasoning is done before a wise and impartial judge who hands down a decision based upon the facts which he has heard, and, theoretically, again, accepted willingly by both sides to the controversy.

But one who has had long experience with arbitrations has said, "The successful arbitration is that which leaves both sides dissatisfied." That thought is based upon the fact that both sides to an arbitration hearing approach the hearing with demands for greater concessions than they can hope to receive, relying upon bargaining to produce a final decision giving them at least a part of what they want. Thinking along this line leads to the further conclusion that if a fair decision must leave both sides dissatisfied, the original demands of both sides are unfair and based upon wholly selfish considerations.

We are rather inclined to agree with that conclusion. And if the gentleman we have quoted is right and if we are right in agreeing with him, the millenium will not come so long as human nature remains human nature. Costly arbitration proceedings (the Chicago hearings con-

sumed nine weeks and ended with a slight wage increase and rules almost identical with the rules which opened the proceedings) and even strikes and lockouts with their destructive consequences will continue until employers and employees can approach each other not in the attitude of "How much can I get for myself out of this situation?" but rather with the mutual desire to make whatever changes will be equitable and to the benefit of the industry and society.

If that time ever comes; if the points of view of our average individual in industry can ever be made to embrace the points of view of all other individuals; if this broad viewpoint can be backed up with knowledge based upon intelligent study of human relations throughout the years behind us, then will the millenium have come in truth and we will need no more arbitrators.

An Exhibition of Righteous Nerve

IT TAKES nerve to break away from precedent. Most of us haven't nerve and that is why most of us follow precedent more or less blindly. Precedent dictates that the report of a printing organization's legislative committee should deal with legislation of primary effect upon the printing industry. The more general subjects of interest to persons of all classes and all affiliations are usually ignored.

And there is another precedent to break away from which sometimes takes nerve. That is almost a habit now, with most people. It has grown upon us since Mr. Volstead's history-making act was born. It is the habit of considering the whole subject of moonshine and drunkenness as a subject for jest.

Now there has arisen a legislative committee in Chicago, the retiring legislative committee of the Chicago Typothetae, who had nerve enough and thought seriously enough about the question, to break away from both of these precedents and devote almost all of its annual report to the subject of enforcing existing prohibition laws. The committee report ended with the recommendation that the incoming committee exert its influence to the end that all Chicago saloons be closed.

Here is an example of members of a trade association attempting to make the influence of the association felt for social betterment beyond the limits of the association's membership. It is a worthy effort. We hope that the incoming committee follows the report's suggestion.

—And Also the Price of a Ticket to Boston

If the good Lord holds us strictly to account for wandering thoughts when attending divine services, many of us will have a lot to answer for some day. Last night at church, I couldn't get my mind away from cost systems, and when the parson prayed "O Lord, give us power and light," unconsciously I whispered, "also rent and heat." And there wasn't the slightest intention of being irreverent either—just lack of concentration or shall we explain it on the hypothesis of subconsciousness? Anyhow, the preacher and I had different viewpoints, for I was thinking of the man who has no cost system, but is blindly groping along in the dark hoping to make both ends meet somehow. If the truth were known, I expect many such petitions have gone up from the systemless printer—probably some of them for the payroll as well. The secretary should be a Moses to lead the industry out of the wilderness, not a Billbryan, whose leadership always stops just short of the promised land.

—John Hill in *The Secretariat*.



Photo Engraving

PHOTO-ENGRAVING in our plant is no longer based on experiments, but based on our knowledge of facts through experience along these lines.

It is at once apparent that to be able to express clearly one's wants when placing an order for a photograph, drawing, printing plate or any item connected with illustrating or printing, is to avoid delays and misunderstanding, to save money and otherwise contribute to the mutual benefit of buyer and seller.

This is our aim and with our knowledge as to just how this should be done, we hope to serve you.

Wallace-Miller Co.

Artists-Designers-Photo Engravers
Franklin and Huron Sts., Chicago

"YOUR ad last month about buying papers from habit prompted me to some investigation. As you know I have been using Superior Bond for more than eight years. After looking at samples of nine brands selling at the same price and three at slightly more, I have serenely returned to Superior. You will pardon my ever doubting its persistent excellence."

Printers who are sincere in their efforts to give customers honest values will find Superior Bond a dependable standby. The Midland Paper Company, to a man, takes particular pride in this sheet and are ready to submit samples for test at any time. Address us at 322 West Washington Street or phone Main 0142.



Newspaper Editors Form Organization

The American Society of Newspaper Editors is a new organization recently formed in New York which plans to spread throughout the United States. This is the first national organization of its kind that has been started in the newspaper field, although this profession is the only really great profession not already thoroughly organized.

The board of directors selected at the first meeting elected the following officers for the ensuing year: Casper S. Yost of the St. Louis Globe-Democrat, president; Frank I. Cobb of the New York World, first vice-president; Edgar C. Hopwood of the Cleveland Plaindealer, secretary, and E. S. Beck of the Chicago Tribune, treasurer.

"To visualize newspaper ideals; to set high standards of newspaper conduct; to promote the dignity and honor of the profession; to establish ethical principles whose recognition and observance shall contribute to the public confidence which is a newspaper's best asset, and to promote the efficiency of our labors through the interchange of experience and the discussion by which common problems of editorial management may be solved," are some of the purposes of the organization.

Grand Rapids Declares Against U. T. A. Labor Divisions

A resolution placing the Grand Rapids Typothetae on record as opposed to the two labor divisions, the Open Shop Division and the Closed Shop Division, within the U. T. A. was adopted by that body at a meeting in Grand Rapids on June first.

The resolution also expressed the belief that the department of industrial information of the U. T. A. should be abolished and that the "necessary amendments to the U. T. A. constitution to accomplish this result be prepared so that the future activities of the U. T. A. shall be confined to the statistical, educational and management problems of the printing industry. . . ."

A similar resolution has also been passed by the Franklin Typothetae of Cincinnati.

Henry Leiser, 70, who was associated for more than forty years in the printing business with the late David Cohen, died Thursday morning at his home in the Hotel Alms, Cincinnati. Mr. Leiser retired from active participation in the firm of Cohen and Company about three years ago.

The Woonsocket Call Publishing Company of Woonsocket, Rhode Island, was completely destroyed in a \$750,000 fire that swept the business district of that city. The loss to the Publishing Company in the Buell Building, was estimated at \$200,000.

It took the united efforts of the departments of five cities to control the fire. Calls were sent to Pawtucket, Providence, Central Falls and Worcester, besides Woonsocket.

Immediately after the fire, the Call Publishing Company moved its offices, and the regular afternoon paper came out printed on another press.

Eight firemen were slightly injured.

The Priestly Printers of Philadelphia, Penn., have moved from 1312 Sansom street, where they had been located for twenty years, to their new building at 321-325 South Juniper street.

Printers Ask Mayor to Close Saloons

A legislative report unique in the history of printing trades associations was made to the Chicago Typothetae at its annual meeting June 23 by the legislative committee of that organization. The report follows:

"Your legislation committee has but little to report for the year just closing, as there has been no session of the State Legislature.

"As set forth in our last report, the assistance rendered by our body to the Associated Employers of Illinois made impossible of enactment numerous bills which were offered by legislators either unfamiliar with the injury to our industry which some of the proposed laws would entail, or else criminally indifferent thereto.

"One law which was passed by the last legislature, and which supposedly became effective July 1 last, promised to be of great benefit to manufacturing establishments generally and to our industry in particular.

"Reference is made to the Illinois Prohibition Act, under which every saloon in the state should have been closed.

"During the previous year, with the aid of Attorney-General Brundage and Judge Landis, your committee brought about the permanent closing of forty of these crime-breeding resorts near our plants; but a lack of funds for the Attorney General's office has proved a severe handicap to the extermination of some four thousand law-defying saloons which are still in operation, most of them in close proximity to our plants, to the great harm of our work people and their families.

"Your committee has made enough of a study of the new law to be able to say that the mayor of Chicago can issue an order which will wipe these resorts out of existence within forty-eight hours.

"We therefore recommend that our incoming legislation committee be instructed to immediately protest to the mayor against further violation of the law through the sale of liquor, and we ask also that the committee be authorized to employ competent legal advice to the end that the liquor laws be enforced by the mayor and chief of police of Chicago.

Respectfully submitted,
Winfield P. Dunn,
Frederick J. Riley,
Jeremiah M. Cox,
James McNally,
William C. Hollister.
Legislation Committee,
Franklin-Typothetae of Chicago."

John L. Compton, 62, head of the John L. Compton printing concern, 90 Montgomery street, Jersey City, New Jersey, died Monday at his home, 295 Academy street, Jersey City, following a long illness.

The American Gravure Company of Baltimore, Md., has completed a \$100,000 plant for the production of rotogravures, or intaglio printing for newspapers, now used by seventy-five newspapers throughout the country. Its products will also include intaglio printing for books, booklets, leaflets, pamphlets, etc. This new enterprise has been established by a group of well-known men, including E. F. Olmstead, president and general manager of the company, who was formerly vice-president and treasurer of the Southern Gravure Company of Atlanta, Ga., and established in 1904, the organization now known as the Associated Advertising Clubs of America.

Chicago Incorporations for June, 1922

The Blackstone Press, Inc., 4753 Grand boulevard, Capital, \$20,000. Incorporators: Linn Brandom, Lynn Ransdell, Ward Wheat. General printing and publishing business. Correspondents, Church, Hart and Robertson, 108 S. La Salle street.

The Kier Corporation, 538 S. Clark street, Capital, 10,100 shares. Incorporators: N. P. V. James, K. Heuronic, Harold Beacon and Frank Page. Business of stationers, printing, photographic printers' ink, manufacturers, etc. Correspondent, Winson, Strawn & Shaw, First National Bank building.

N. R. Arris & Co., 117 N. Wells street, Capital, \$32,000. Printing and engraving business. Incorporators: Harry F. Mintrup, Albert O. Rein, Halla Arris. Correspondent, Condit, Smith & Co., 8 S. Dearborn street.

Urpila Publishing Company, 127 N. Dearborn street, Capital, \$20,000. Incorporators: Edith Cohen, Aaron Cohen, Harry H. Kahn; publishing and printing business, etc. Correspondent, Adler & Lederer, 10 S. La Salle street.

The Russell Press, Inc., 516 W. Lake street, Capital, \$50,000 and 1,000 shares no par value. Incorporators: S. G. Stephenson, F. A. Thulin, R. E. Russell. General printing business. Correspondent, Ira E. Westbrook, 10 S. La Salle street.

The Brodie Company, Inc., 16 W. Jackson boulevard, Capital, \$15,000. Incorporators: Olive Meyer, Mabel Hartigan, Paul R. Simon. Mail advertising, printing and addressing service. Correspondent, Paul R. Simon, 79 W. Monroe street.

Roscoe V. Williams Co., 217 W. Superior street, Capital, \$25,000. Incorporators: Roscoe V. Williams, Carleton P. Rex, Harry N. Rice. General printing, engraving, advertising business. Correspondent, Edward Marshall, 1507, 105 W. Monroe street.

Changes

Excelsior Paper Co. Changed name to Levin Bros. Paper Co.

Elite Printing Co. of Chicago, dissolved.

Churchill Publishing Co., Inc., dissolved.

Mecklenburg Printing Co. Changed name to Fort Dearborn Printing Co.

The American Paper and Pulp Association announces that they have discovered a means by which newspapers can be preserved for an indefinite length of time. Each newspaper sheet is mounted between two sheets of thin Japanese tissue. This excludes the air from the original sheets and reduces its legibility but slightly. It also strengthens the paper.

Three New York newspapers have been experimenting for the last eight years, under the supervision of the New York Public Library. Experiments were tried with silk but the Japanese tissue was found to be the best, as it hermetically seals the newspaper from the air. The cost of these experiments was over \$100,000, it is said.

The North Carolina Master Printers' Association held its midsummer meeting at Asheville, N. C., June 15 and 16. The programme included addresses by Frank P. Howard, president of the Fourth District Typothetae Federation, and John D. Gold of the P. D. Gold Publishing Co. Officers of the North Carolina Association are Joseph W. Little, president, Wilmington; John A. Brady, vice-president, Statesville, and E. Norfleet, secretary and treasurer, Wilmington. Members of the executive committee, A. M. Gray, Charlotte; E. F. Barber, Winston-Salem; Robert J. Wilson, Raleigh; John D. Gold, Wilson; W. H. Fisher, Greensboro and B. Cole, Sanford.

Chicago Typothetae Eliminates Labor Divisions

The Franklin-Typothetae of Chicago became the Chicago Typothetae at the annual meeting of that association June 22. Both labor divisions were eliminated from the organization and it was recommended that the two labor divisions of the U. T. A., the Open Shop Division and the Closed Shop Division, be eliminated. After the meeting the following letter, embodying the resolution which changed the name and status of the Chicago local, was sent to secretaries of all local Typothetae associations by Walter K. Tews, secretary of the Chicago Typothetae:

"At the annual meeting of the Franklin-Typothetae of Chicago, held Thursday evening, June 22, the following resolution was passed:

"Resolved, That the Franklin-Typothetae of Chicago be reorganized to be known as the 'Chicago Typothetae,' this organization to eliminate from its activities all labor divisions and direct its efforts to conducting educational activities in the industry. Be it further

"Resolved, That the Chicago Typothetae is unalterably opposed to the U. T. A.'s continuance of the Open and Closed Shop Labor Divisions and will use every honorable effort at the next annual convention to secure the necessary amendments to the constitution to *abolish* the labor divisions."

"You will note that our association is asking the national Typothetae to take the same action that we have locally.

"By the action of our annual meeting, the Chicago Typothetae will be an educational organization and all labor activities will be handled by separate associations in no way affiliated with the Chicago Typothetae.

"Another resolution passed was to the effect that the Chicago Typothetae present amendments to the constitution and by-laws of the U. T. A. for adoption at the next annual convention which will eliminate the Open and Closed Shop Labor Divisions of the U. T. A. Copies of these amendments will be sent you from the U. T. A. general offices.

"There has been much the same sentiment expressed by various locals throughout the country as is felt in Chicago about abolishing the labor divisions of the U. T. A. and Chicago is willing to assume the leadership in bringing about this change. But we must have the support of all the locals along this line at the convention in October.

"Will you please write me stating your position on this important point and whether your association will support this amendment?

Cordially yours,

The Chicago Typothetae
Theo. Hawkins,
President."

W. K. Tews, Secretary.

The following officers were elected for the coming year: president, Theodore Hawkins, of Hawkins and Loomis; vice-president, J. P. Cassidy, of the Commonwealth Press; treasurer, Martin S. Brookes, of Koss, Morgan and Brookes.

The retiring president, E. F. Hamm, was presented with a gold watch and chain by several of his closest friends in the association.

Mr. Charles S. Peterson of the Peterson Linotyping Co. and the Regan Printing House will leave Chicago in July for a European trip.

Eighty-Six Play at First Chicago Golf Tournament

Under sunny skies, on the beautiful first and third courses at Olympia Fields, on June 14, the Printing Trades Golf Association of Chicago held their first tournament of the 1922 season.

Eighty-six players teed off to enjoy twenty-seven holes of golf on a perfect June day. Nine holes, qualifying, were played in the morning and eighteen holes in the afternoon.

The prize winners:

Twenty-seven Holes Low Gross—

First Prize, Three-Piece Silver Coffee Set, won by Walter I. Rubovits.

Second Prize, Silver Vase, won by A. C. Hammond.

Eighteen Holes Low Net—

First Prize, Silver Basket, won by E. E. Buchan

Second Prize, Silver Cocktail Shaker, won by J. Harry Jones.

Least Number Putts, Eighteen Holes—

First Prize, Silver Cigarette Box, won by Harry Birt.

Flight Prizes—Eighteen Holes Gross

First Flight—Silver Pitcher, won by H. E. Roelke.

Second Flight—Silver Cake Tray, won by C. W. Sherman.

Third Flight—Electric Toaster, won by H. A. Clements.

Fourth Flight—Silver Vegetable Dish, won by N. T. Fortney.

Fifth Flight—Silver Picture Frame, won by F. H. Farnsworth.

Sixth Flight—Silver Compote, won by Douglas Wray.

Seventh Flight—Silver Bread Tray, won by J. A. McKenna.

Eighth Flight—Silver Platter, won by J. M. Gerkin.

The next tournament will be held early in August. The Printing Trades Golf Association of Chicago has a membership of 110 at the present time.

H. E. Hammer, who has been recently associated with the W. D. Boyce Company, and formerly with the House of Kuppenheimer, has joined the staff of the Ben C. Pittsford Co., advertising typographers.

Chicago Compositors Receive Increase

Through a decision handed down by H. Frank Pennington, a Chicago lawyer, arbitrator in the case of Typographical Union No. 16 and the Franklin Association of Chicago, members of the Typographical Union received an increase of \$1.75 a week, making the new scale \$48.40 a week.

The decision is the result of weeks of arguing on the part of both sides of the case following the expiration of the old contract on November 6, 1921. The arbitration involved some seventy-five changes in rules and the question of wages. The Typographical Union originally requested an increase to \$60.00 a week. The employers said that a reduction was essential. Failure to agree upon any of the points involved sent the case to arbitration.

Considerable difficulty was encountered in the selection of an arbitrator. Over 100 names were presented and rejected by one of the parties to the arbitration. After agreement upon Mr. Pennington, nine weeks were consumed in argument.

The increase of \$1.75 a week is for hand compositors, day work. A corresponding increase has been made in machine composition rates and night rates. The shop

rules have remained as heretofore except that the "deadline" for machine composition has been raised 500 ems. Apprenticeship regulations have been slightly changed to guarantee as far as possible the adequate training of full quotas of apprentices in all shops.

Standard Brief Sizes Adopted

The Illinois State Bar Association, in session at the Drake Hotel, Chicago, June 1, unanimously approved the recommendation of the committee on judicial administration under which all printed briefs, records and abstracts for all courts will be the same size, six by nine inches.

The matter was presented at the last session of the American Bar Association at Cincinnati by Robert J. Conway of Conway Brief Printing Co., Detroit, and William C. Hollister of Champlin Law Printing Co., Chicago, representing the Law Printers' Division of the United Typothetae of America, and today's action makes Illinois the first state to ratify the change.

The committee's report said that "the saving in paper and other advantages of the proposed new form outweigh the disadvantages, and that the committee is cordially in favor of the principle of uniformity and recommends the adoption of the proposed standard.

The committee consists of the following named well-known Illinois lawyers: John R. Montgomery, chairman; H. K. Welsh, Norman L. Jones, Walter W. Williams, Charles Leroy Brown, John M. Cameron, Mitchell D. Follansbee, Henry P. Chandler, and Jeanette Bates.

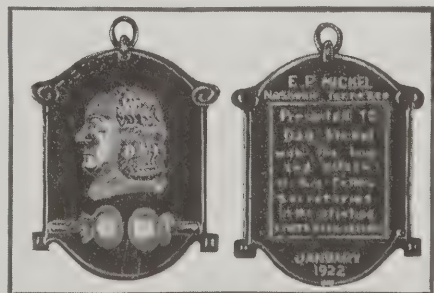
Mailing of the booklets in the American Writing Paper Company's printed salesmanship campaign by the Franklin-Typothetae of Chicago began June 12. For forty-eight weeks one booklet will be mailed each week.

Dad Gets a Medal

E. P., more familiarly known as "Dad" Mickel, was presented with a gold medal in recognition of his long years of service to the Secretary-Managers' Association at a regular meeting of the Nashville Printers' Club at Nashville, June 8. The medal, which is shown here, was selected by a committee consisting of R. W. Van Valer and Walter K. Tews. The presentation was made by Bruce Shepherd, since neither of the committee could be present.

With the medal, however, was a letter from the committee expressing the high esteem in which all the members of the association hold Mr. Mickel. A letter which "Dad" wrote to the committee after the receipt of the medal expressed his appreciation and his enjoyment in working with the secretaries.

Mr. Mickel retired as president of the association last January.



South Getting Back to Normal, Says Willings

G. C. Willings, vice-president in charge of sales in the Intertype Corporation, has just returned from a month's vacation in Florida. He states that conditions in the South are rapidly returning to normal and that business men there believe the South will keep pace with other parts of the country in the revival.

Mr. Willings secured one of the best tonics in connection with his vacation when he learned on his return that the sales organization during his absence had sold more Intertypes during the month of May than in any previous May in the history of the Intertype Corporation, and that the factory had made more machine shipments to customers than in the same month of any previous year.

Krause Round Cornering Machine Is Versatile

The Krause Round Cornering Machine, according to its distributors, the Hoffman Type and Engraving Co., 114-116 E. Thirtieth street, New York City, is one of those little machines that will do big work. The machine will cut round or diagonal corners, or punch through a pile of paper or cardboard up to 2¾ inches thick. It will also insert eyelets and cut special shapes. The price of the machine is \$69.50.

Where Is William Weldon, Bookbinder?

If you know William Weldon, a bookbinder, or know of him you can do him a service by bringing this to his attention. The U. T. A. *Weekly Letter* quotes the following letter from the firm of Mayson and Johnson, attorneys of Atlanta, Ga.:

"Some years ago there lived in Atlanta a Mr. William Weldon who was by trade a ruler or bookbinder. He left there in 1920, going to St. Augustine, Fla., and while there resided at the Craddock House. He left there and went to Tallahassee, Fla., where we have been informed he was employed by Messrs. Appleyard & Co. bookbinders. He has left there and we are unable to find any further trace of him.

"A bequest of a considerable amount was left to Mr. William Weldon by his brother, Thomas Hillock Weldon, who died in Bermuda on March 22 of this year.

"We are very anxious to get in touch with Mr. William Weldon and put him in possession of the information regarding the estate left him by his deceased brother.

"If you can get this information to Mr.

Weldon and have him communicate with us we are sure he will be very grateful to you."

The Monotype in Japan

The following account is part of a letter to the Philadelphia Ledger, published on June 4th, written by their special correspondent, Mr. John R. Morris:

"Japanese newspapers, which accepted American journals as models and developed fabulous circulations overnight, are just beginning to break away from the ancient methods of typesetting by hand. Some of the leading dailies of Nippon's metropolis still are set up entirely by young ladies who sit here and there between long type cases filled with slugs bearing Chinese ideographs and the "chicken track" characters of Japan's phonetic alphabet. Every line must be set in both Chinese characters and the native "kana," for the uneducated are unable to decipher the former, which is read only by the intelligencia.

"At a minimum the characters with which these young ladies with the nimble fingers must be familiar number well over 4000. That is the principal reason why the invention of anything to compare with the linotype of America was so long delayed. If the inventor of the linotype conceived that remarkable mechanism at the cost of his sanity, what would be the fate of one who attempted to solve the typesetting problem for the Japanese?"

"At last, however, it has been done. Japanese monotypes are in operation now in two of the leading newspaper plants of Tokio, and on their keyboards are 4800 characters. Said the inventor of this super-machine in explaining its mysteries: 'It's really very simple, you know'."

The Chicago Rotoprint Company, of which S. T. Jacobs is president, has announced that it will be ready to occupy its own building by September first. The new building will be erected on Ontario street next to the Chicago Tribune Rotogravure plant. It will be a one-story structure of the most modern construction and will contain 25,000 square feet of floor space, which will give the Rotoprint Company ample room for expansion for several years.

W. M. Pringle & Co., Inc., 27 Howard street, paper jobbers, announce the appointment of Al. Miller as general sales manager, to succeed Leonard H. Bogart. Mr. Miller has been connected with the company for several years and will be solely in charge of marketing their well-known watermarked brands—Old Abbey Bond, Torchon Bond, Justice Linen Bond, Mer-

cury Linen Bond, Fleur de Lynen Bond and Penmens Linen Ledger.

Educational Booklet Campaign Meets Enthusiastic Response Among U. T. A. Printers

Thousands of printers and advertising men throughout the country are eagerly adopting the educational course instituted by the American Writing Paper Company.

That these students are appreciative is evident from the many commendatory letters that flow into the offices of the huge, fine manufacturing organization.

Here is an excerpt from a letter characteristic of many indorsing the course, which was written by the president of a large advertising concern:

"If a progressive future for the printing business lies in its ability to deliver a more complete service, including a working knowledge of advertising and selling methods, as well as a knowledge and ability to render typographical excellence, then the educational campaign along these lines directed by Jos. A. Borden, head of the American Writing Paper Company's service department, is definitely headed toward this consummation."

Ludlow President in Europe

Mr. William A. Reade, President of the Ludlow Typograph Company, is now in Europe on a business trip. Mr. Reade is making his headquarters with Mr. Martin J. Slattery, who is in charge of Ludlow European business, with offices at Savoy House, 115-116 The Strand, London.

European Ludlow and Elrod business is developing well. Among the important London printing houses that Mr. Slattery has recently equipped with Ludlow and Elrod machines are the St. Clement's Press and the Avenue Press, others already Ludlow-equipped including the Cornwall Press and Sir Joseph Causton & Sons, Ltd. These printing houses stand high among the recognized leaders in the United Kingdom.

While the Ludlow and Elrod are still new to the English printing trades, they have aroused very great interest there and have already gained widespread recognition as marking a very great stride in the economical production of quality printing.

Linotype Company Does Quick Work for Woonsocket Call

When the *Daily Call* of Woonsocket, Rhode Island, burned to the ground Saturday, June 10, the public was afforded another graphic demonstration of the super-service provided by a leading factor in the industry for publishers in just such emergencies.

At 3:40 p. m. Saturday an order for seven Linotypes for the *Call* was received by the Linotype Company, in Brooklyn, and despite the fact that the workmen had quit for the day, that the next day was Sunday, and that two large orders just before had cleaned out the shipping-room floor, the rush order was handled with dispatch.

The first truck-load left the factory at 11:30 a. m. Sunday, and the third and last at 3:15 in the afternoon. The three trucks were driven through a terrific storm and reached Woonsocket the next day. The seven Linotypes consisted of four Model 8's, two Model 14's and a Model 21.



Challenge Machinery Executives Meet

The New York and Chicago resident managers of The Challenge Machinery Co., Geo. C. Andrews, of New York, and Frank F. Novy of Chicago, together with the company's traveling salesmen and the officials of the company, held their annual sales convention and get-together meeting at Grand Haven, Mich., June 27 and 28, to discuss aggressive sales and promotion plans for the ensuing year, and to make a tour of inspection of the factory and its modern methods of manufacturing the hundred-and-one "Challenge Creations" for printers, the products of the company being distributed throughout the world where printing is done.

J. Edgar Lee, president and general manager of the company, and all his organization are firm believers in co-operative effort in sales and manufacturing, and the calling to Grand Haven of the national selling organization of the company for a general discussion of plans for the ensuing year and the inspection of the factory and its modern methods of manufacture all tend to promote closer co-operation and renewed enthusiasm.

Bradner Smith to Build Huge Warehouse

Another big addition to the west side warehouse district will be the seven-story structure planned by Bradner Smith & Co., paper dealers, for the northeast corner of Des Plaines and Van Buren streets, from designs by Architects R. G. Schmid & Co.

It will be the sixth site which Bradner Smith & Co. have occupied. The firm, which is one of the oldest mercantile concerns in the city, was founded in 1852 by J. Bradner Smith and George C. Smith, who started business on South Water street. After the fire, the business was moved to Wabash, near Lake, from which location the firm was forced to make paper deliveries with ox-driven carts during the epidemic.

Later the business was moved from Wabash to 110 Madison and then to 119 Monroe, where it was continued until the property was taken over for the new First National Bank building in 1902 and offices were moved to the present store at 175 West Monroe street.

The new building will be adjacent to the present two warehouses on Des Plaines

street which will have a story added to make them conform to the new structure. The total combined available floor space will be 240,000 square feet, which will make it one of the largest paper warehouses in the world. The offices will occupy the top floor of the new building.

Martin Plate Popular

The Martin Plate, manufactured by the Chester R. Endicott Company, of Los Angeles, and distributed in Chicago by Furlong Brothers of 5452 N. Paulina street, Chicago, has already proved itself popular in the Middle West. Furlong Brothers report that their first week of business resulted in sales of thirty-seven Martin Plates to Chicago users. The following names are of some of the earliest users in Chicago: Transo Envelope Co., Bazner Press, Michael Dane, H. R. Arris and Co., Stationery Mfg. Co., M. M. Rothschild, Carberry and Reed, Practical Printing Co., Post Printing Co., Lincoln Ringley Printing Co.

The Martin Plate is a stock separator and envelope attachment for Miller Automatic Platen Press Feeders of the 8x12 and 10x15 sizes. The 12x18 plate is a stock separator only.

The makers claim for this device that

through its use onion skin, folio, print paper, mimeograph, bond and enamel papers may all be fed from the same pile one sheet at a time without any change of air adjustments or separator feet.

Interesting Linotype Exhibit at Inland Press Meeting

Much interest was shown in the exhibit of the Linotype Company at the recent convention of the Inland Daily Press Association at the Hotel La Salle, Chicago.

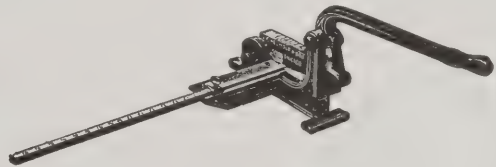
The new Model 8 Linotype on display attracted the attention of countless delegates and visitors anxious to see demonstrations of the ease and quickness with which any of its three magazines can be changed from the front of the machine. The simple movement of a handle to the left of the magazines makes possible the changing of any one of them—bottom, middle, or top—in fifteen seconds' time.

It is estimated that every delegate to the convention visited the exhibit at least once, and that several of them called two or three times and brought interested friends along with them.

Walter C. Bleloch, manager of the Chicago Agency, and his staff were in charge.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine

2 Pt. Medium

2 Pt. Coarse

2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth

12 Tooth

8 Tooth

18 Tooth

Soft
2 Pt. at 20
3 Pt. at 25

PRICES

Hard
25
30

Bright and Hard
30
35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO



The Ad-Viservice

THE greatest advance ever made in constructive newspaper and other publication advertising—it is part of the Franklin Printers Service

A sample copy of The Ad-Viservice sent to any established printer or publisher—also to advertising agency or publicity man—if the request comes on the stationery of the inquirer

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah

Cut Costs By Buying Production

WAGES remain at almost "war period" levels. Other expenses incidental to operating a printing plant have not come down. It becomes increasingly important that costs in the printing industry be reduced if it is possible to do so.

There is one *best* way to reduce hour costs: Increase the percentage of sold hours by cutting down non-productive time—*eliminate distribution* by making full use of *our complete composition service*.

In our plant there is no distribution; we are especially equipped to render the service which we sell; non-productive time with us is reduced to the minimum; every hour you buy is practically without any element of loss. This is true in all departments—Linotype, Monotype, Hand Composition and Makeup.

Standard Typesetting Co.

"Chicago's Composing Room"

701 South La Salle Street Chicago

Telephones: Harrison 3570-3571-3572

Hostess to Women Chosen for Boston Show

TO BOSTON goes the distinction of having the only woman member of a Craftsmen Club. Eva Powers is the name of the young lady, and Arlington is her home. Modestly she murmurs something about guessing, "they only made me a member to be nice to me," when she is asked how she came to be taken into the club. The Craftsmen, however, tell a different story. They praise her ability and tell of her work, with her brother, John Powers, in developing colored inks.

"I suppose it does sound odd for a girl to be interested in printers' ink," she admitted, "but I have been here for the last eight years and I find the work far more interesting than the usual things that girls do."

Miss Powers believes there is excellent opportunity for women in work connected with the printing trade—opportunity for individual talent and advancement. She says:

"The greatest trouble today is that women and girls are all rushing into one or two branches of employment. Consequently, those branches are overcrowded and underpaid. If the girl who wants to go to work would only look the field over more carefully before she starts she could make a much wiser selection—she could enter an occupation that would be agreeable and offer advancement."

"There are many lines of work open to women today that they have never been able to enter before. While I wouldn't advise a girl to go into something she didn't like just because she felt there was less competition, there are many girls who would like work of a mechanical or experimental nature but who haven't had the courage to take it up for fear they would be accused of doing a man's work."

Miss Powers is an enthusiastic worker for the coming Graphic Arts Exposition to be held in Mechanics' Hall, August 28 to September 2. She has planned automobile routes from thirty-five western cities, and has gathered information concerning the condition of the roads over which the tourists will have to come. During the exposition she will act as hostess to the women.

"We're going to see to it that the wives, mothers and sisters are properly entertained while they're here," she declared. "Special excursions to points of historic interest, shopping tours and luncheons are all being arranged to take up their time while the men are studying the exhibits."

"I expect that many of the women will be keenly interested in the exposition, too, if for no other reason than that they hear the men folks discussing their work. Women no longer feel they must remain in ignorance of machinery but are taking an active interest in 'what makes the wheels go 'round'."

Exhibits Will Be Featured at U. T. A. Convention

IT IS good news to learn that a feature of this year's U. T. A. convention, to be held at Cleveland, O., October 16 to 20, will be exhibits by manufacturers of printing equipment and supplies. Although conditions in the Hotel Cleveland, where the convention is to be held, will not permit working exhibits, those being planned to show products of equipment, rather than the equipment itself, should be very effective.

The exhibits will all be on the ninth floor of the hotel, which is entirely devoted to sample rooms for the display of merchandise and is admirably suited for the purpose. Here each exhibitor will have a room occupied only by his own display, in which he can establish headquarters and entertain callers with some degree of privacy.

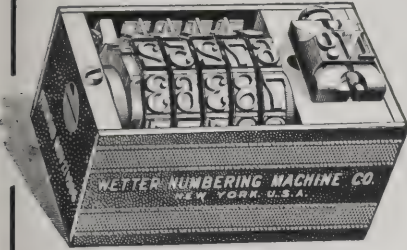
Every
Impression
Profit

WETTER

NUMBERING MACHINES:

All Dealers
Sell Them
Send for Catalog

Wetter Numbering Machine Co. Atlantic Avenue and Logan Street Brooklyn, N. Y., U. S. A.



History of the Art of Writing

By WILLIAM A. MASON

Here is a book which will furnish a printer with an interesting background for the history of his art. It is reviewed by Edward Kern in this issue. *The price is \$6.00*

For Sale By

BEN FRANKLIN MONTHLY

440 South Dearborn Street Chicago, Illinois

PROCESS ENGRAVING

By E. S. PILLSWORTH

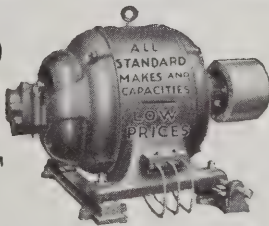
A comprehensive treatise written in language which is easy to understand. This book should be a part of every printer's reference library. *Price \$2.00*

For Sale By

BEN FRANKLIN MONTHLY

440 South Dearborn Street Chicago, Illinois

GUARANTEED



MOTORS

REBUILT

NEW

**Buy Direct from America's Leading
Motor Merchandisers**

Make real substantial savings on nationally known standard electrical equipment. Take advantage of correct engineering information gleaned from over twenty years' experience on electrical engineering projects. Know the value of dealing with a dependable electric house that has a national reputation for motor sales and service at low cost.

Select from our vast stock, including everything from tiny buffing motors to mammoth, heavy duty, factory motors. Let us solve your engineering problems, save you money and supply you with equipment of unsurpassed quality.

What We Sell

Alternating current motors
Direct current motors
Generators Meters
Control apparatus Motor pulleys
Rotary converters
Frequency changers
Motor generator sets
Transformers Switchboards
Engine generator sets

What You Get

Benefit of 20 years' experience
Motors of established reputation
Full year's guarantee
Engineering problems solved without cost
Lower prices
Money-back guarantee
Immediate shipment
Stock available for exchanges

Electrical Equipment Bought, Repaired or Exchanged

THE FUERST-FRIEDMAN COMPANY

1258 West Third Street

Cleveland, Ohio

FUERST-FRIEDMAN
Electrical Equipment
"Reliability Built In"

Announcement

MANY firms in this territory do not know that we sell nearly all lines of *new* standard printing equipment, supplies and outfits.

Our stock is large enough to supply *your* wants quickly.

Our prices are the lowest possible and our organization can adjust itself for any special service.

Information given on machinery, composing room furniture and miscellaneous equipment.

Wanner Machinery Company

714-716 South Dearborn Street

CHICAGO

The Plant

that is equipped
to turn out good
typography at
the right price is
the one you can
safely patronize

The Superior is
an organization
that takes pride
in turning out
a grade of work
that will please
your customers

Superior

Typesetting Company • 732 Federal Street
Monotype • Linotype • Composition • Makeup
Agency Ad Composition of the Better Grade
Day & Night Service • Harrison 2755-2756

Plain Facts About Good Printing

By Francis R. Vollrath

In *The Printers' Album*, House Organ of The Challenge Machinery Co.

THESE plain facts about "good" printing should prove instructive to printing apprentices.

It is not a good plan to print the text matter of catalogs, booklets, folders, house magazines, etc., in colored ink such as gray, brown, blue, green or red. Why? Because it is harder to read the text matter when it is printed in color than when it is printed in plain black ink. This is a well-known fact, and yet we often see various kinds of direct-by-mail advertising literature having small-size text printed in gray, brown, green, or other "light" color. It is all right to have initial letters, headings, borders and ornaments printed in bright color, but black ink is always best for the regular reading matter, unless a very dark shade of green or blue is used, verging on black.

For all kinds of printing, a plain style of typography is better than "fancy" type composition incorporating decorative borders, rules and ornaments. When decorative material is used in typography it should be applied with great care, and the design of the decorative pieces should harmonize well with the design of the type faces involved. The right ornament in the proper place will be more effective than half-a-dozen "gimcracks" placed indiscriminately. Play safe by leaving out the ornaments.

Many booklets, folders, circulars, and other printed matter are set in solid 8-point type when it would have been a simple proposition to open up with 2-point leads. Ledged type matter is easier to read than solid type matter of the same size. Ten-point straight matter, solid, is much easier for the average person to read than 8-point ledged straight matter. Ten-point straight matter ledged, is easier to read than 8-point straight matter, ledged. This means that 10-point type should be used instead of 8-point, whenever it is possible to do so. Study the pages of the leading printers' magazines and you will see that 10 or 12-point type (ledged) is generally used for the text matter. This is the right idea. A magazine to be useful ought to be easy to read—in fact, all kinds of printed matter should be that way.

When setting the forms for a complete set of business stationery—letterhead, note-sheet, billhead, statement and envelope—set all the forms in the same style and in the same series of type. That is, do not set the letterhead in one face of type, and the billhead in another face of type. By using the same face of type, in appropriate sizes, for the entire set of business stationery, you give it a distinct personality that is very desirable.

If the set of business stationery is to be printed in colors, use the same color scheme for each piece of work.

In making-ready for all kinds of good job work, either on a cylinder or platen press, a "hard" tympan will be found better than a "soft" packing. By the term "hard" we mean, for example, a top-sheet of heavy Manila drawn over a sheet of heavy press-board, with the make-ready and other sheets placed underneath the press-board. By starting with a comparatively weak impression, and by gradually building up, a hard, firm make-ready is obtained which will result in clear and level printing.



The Productimeter

Anything less than perfection, as a counting machine on your presses, is worse than nothing. Always ask for "THE PRODUCTIMETER" and you will get perfection. Write us and find out just how much more "THE PRODUCTIMETER" will do for you than a mere counter will.

DURANT MANUFACTURING COMPANY
1201 617 BUFFUM ST., MILWAUKEE, WIS.



The Ludlow

In the Big Commercial Plant

YOUR most exacting customers will be surprised and pleased with Ludlow composition. It is hand composition on slugs. But the typefaces are always new, in sizes from 12 to 60 point, including bold and extended.

Alongside Keyboard Machines

Alongside keyboard machines, the Ludlow is a time and money-saver. Each compositor gets the display lines he wants, the way he wants them, quickly, without any mold or machine changes.

Beauty of display will attract new business. Wide range of sizes, in bold and extended faces, gives freedom of choice to your good compositor, who deprecates machine-set heads.

Unlimited quantities, in any font, without storage, enable you to accept big jobs in big faces—such as posters, store directory sheets, imprinting of big calendars, etc. You cannot run out of sorts.

No worn faces will ever again disfigure your work. The faces on every job will be new—because you cast it new as you go.

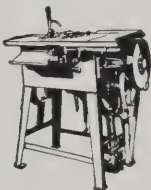
Printing from slugs will save electrotypes. By casting each line twice or more, you get multiple forms without electros. Little makeready is needed. Ludlow slugs are accurate in height-to-paper.

Small floor space is often a determining factor. The installation of a Ludlow, with all equipment, requires only six-foot square. It usually displaces type racks and storage systems that release many times that space.

A Ludlow once used is always indispensable alongside a battery of keyboard machines.

SOME BIG USERS

R. R. Donnelley & Sons Co., Chicago; Printing Products Corp., Chicago; Tucker-Kenworthy Co., Chicago; Gutenberg Press, New York; Industrial Press, New York; The Husted Co., Cleveland; Linotypers Co., Columbus; Dunkham Printing Co., Portland, Ore.; Blanchard Printing Co., Boston; C. E. Pauley Co., Indianapolis.



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Boston Graphic Arts Exposition
August 28 to September 1

PERFORMANCE

That's The Big Thing With

TRIMOSAW



SAWS
TRIMS
MITERS
JIGS
BROACHES
ROUTES
DRILLS

*And Does Each Operation
Easily, Quickly and with
Perfect Accuracy.*

No other Printer's saw can compare with Trimosaw when it comes to practical, every-hour-in-the-day operations.

It has so many time and labor saving uses, performs each task with such remarkable ease and efficiency, and is so quickly and easily changed from one operation to another, that it will immediately establish itself as one of the most important pieces of equipment on your floor.

USERS WILL TELL YOU

That Trimosaw is the most practical composing room saw and trimmer on the market today—that its wide range of performance puts it in a class by itself.

The enthusiasm with which Trimosaw has been received by the printing industry is interestingly reflected in "Proof from Printers"—a little volume in which users tell, in their own words, what they think of it. Before you buy any saw, learn what Trimosaw is doing for others. The book will be sent for the asking, without obligating you in any way. Use the coupon, or say "Send 'Proof from Printers'" on a postcard.

HILL-CURTIS Co.

MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881

KALAMAZOO MICHIGAN

REPRESENTATIVES

CHICAGO—	E. T. FURLONG	5452 No. Paulina St.
	F. J. FURLONG	5001 No. Ashland Ave.
NEW YORK—	E. E. CLARKE	7-11 Water St.
BALTIMORE—	T. L. GIRARD	413 E. Baltimore St.
OMAHA—	W. B. BENSON & CO.	310 So. 12th St.
MINNEAPOLIS—	PRINTER'S SUPPLY CO.	306 So. 6th St.
BOSTON—	H. C. HANSEN TYPE FOUNDRY	190 Congress St.
MILWAUKEE—	MILWAUKEE PRINTER'S ROLLER CO.	214 No. Greenbush St.
SAN FRANCISCO—	WM. GRISWOLD	151 Minna St.

Exclusive Selling Agents for Canada

TORONTO TYPE FOUNDRY COMPANY

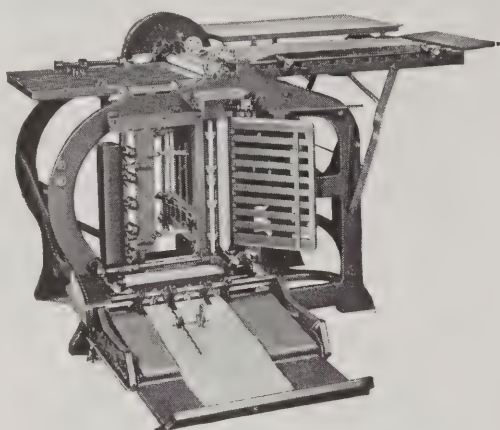
TORONTO—MONTREAL—WINNIPEG—REGINA

Hill-Curtis Co., Kalamazoo, Mich. 52
Gentlemen:—Please send copy of "Proof from Printers", without obligation.

Firm Name _____

City _____ State _____

52 PERCENT



Does Your Competitor Cut Prices or— Simply Lower His Production Costs?

When you lose a job because someone else quotes a lower figure—you probably wonder how it can be done—and perhaps assume that it is another case of price cutting.

Lower quotations are not always price cuts in the sense of sacrificing profits to get the job.

No good printer is willing to work for nothing, and no wise, business-like printer will quote a price that does not allow him a reasonable margin of profit.

But the printer who is better equipped than you are, *can* quote a lower price than you can afford to work for. He can also turn out the work faster, give better service, and *can* take jobs away from you because of his lower quotations and still make a *bigger profit* than you had figured into your estimate.

Under-quoting by your competitors is not *always* price cutting; mostly it is superior *mechanical means* for turning out the work.

And that is why a Cleveland Folding Machine—that folds everything from a 4-page envelope stuffer to a 32-page book form—will affect the prices you can quote after you have installed it. It will lower your folding costs and enable you to handle big jobs cheaper, quicker and better than you had been able to up to the time you got it.

The Cleveland will fold a total of 201 different forms—156 more than all the other folding machines combined—take sheets 4x7 to 26x58 inches and give a more flexible and efficient working unit than you can obtain from any other system.

Drop us a post card now for full information and for a copy of our catalogue.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY:
CLEVELAND

NEW YORK: Aeolian Building CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
SAN FRANCISCO: 824 Balfour Building

Milwaukee Typothetae Reports Good Volume of Business

ACCORDING to a compilation of business in Milwaukee recently made by Secretary Penhallow of the Milwaukee Typothetae, the Milwaukee printing industry has not been suffering depression. Mr. Penhallow made a study of the business done by forty-one printers during January, February and March, 1921, and a further study of their business during the same months in 1922, with the following results:

Total Sales, 41 Printers 1921	Total Sales, Same 41 Printers 1922
January \$310,915.00	January \$307,107.00
February 333,771.40	February 300,301.00
March 336,241.27	March 337,971.00

If the decreased cost of paper is taken into account the volume of business has been larger every month of this quarter than it was a year ago and in March just past the volume rose at least \$30,000 to \$40,000 higher than a year ago if taken on same basis of cost of material.

Change in Paper Division at Washington

GROSVENOR M. JONES, who organized the Paper Division of the Bureau of Foreign and Domestic Commerce as its first chief, has resigned to become chief of the new financial division of the Bureau. It is probable that John Matthews, Jr., at present sales manager of the Miami Paper Company of West Carrollton, O., will succeed him, as several conferences have been held by Bureau authorities with the Ohioan. Civil Service Commission approval is still to be secured, and if he is approved he will take office about August 1. Meanwhile, Constant Southworth, who has been assisting Mr. Jones, will be in charge of the division, and his experience with the United States Tariff Commission in connection with preparing its paper material for the present tariff bill has made his service of great value. The work of the Paper Division will be broadened, so that in addition to handling paper box board and other paper commodities, it will also handle printed matter, printing and lithographic machines, etc. The American Paper and Pulp Association has been co-operating to the extent of its ability with this division, which was established in part as the result of the paper industry's insistence that it needed governmental co-operation for the development of export trade.

Madison Laboratory De-Inks Newsprint

A PROCESS to take the ink from old newspapers so that they can again be used for printing purposes has just been developed by the United States Forests Products Laboratory at Madison, Wis. Already one mill under commercial conditions has de-inked 1,500 tons of old newspapers, which were then remade into newsprint of desired strength and color and accepted by publishers as standard.

The success of this experiment solves a paper salvage problem that was first considered by Danish paper makers in 1695. It affords a means of saving much of the waste and so decreasing the demands on the diminishing American forests for wood from which paper is made.

Bentonite, a clay-like substance formed from volcanic ash and found largely in Wyoming, is used in the de-inking process. It has a faculty of dissolving the ink and leaving the paper in a perfectly clear condition.

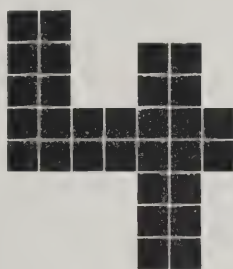
Because of the cheapness of the new process, laboratory officials believe that much of the 2,200,000 tons of newsprint annually used can now be salvaged and used again.

"Hurrah!"

KERR-SIMONS

Typesetting Co.

will Celebrate with the
rest of the good American
citizens on JULY



But—
our many good friends
will not be neglected, and
the same service will pre-
vail on all orders for

Monotype Linotype Makeup

(Day and Night Service)

Phone Wabash 7192-3-4
732 Sherman St.

Blotter *for* Printers

(SEND FOR SAMPLES)

'SWONDERFUL, how
an effective blotter
campaign helps sales—

And at how little cost!

No trouble for you, either. We fur-
nish cuts, layout and copy for your
choice of these blotter series—

Variety
Girls
Motto

Calendar
House Organ
Almanack

Exclusively yours for your city—new
and different each month—a distinc-
tive, individual campaign for you, at
a "syndicated" price.

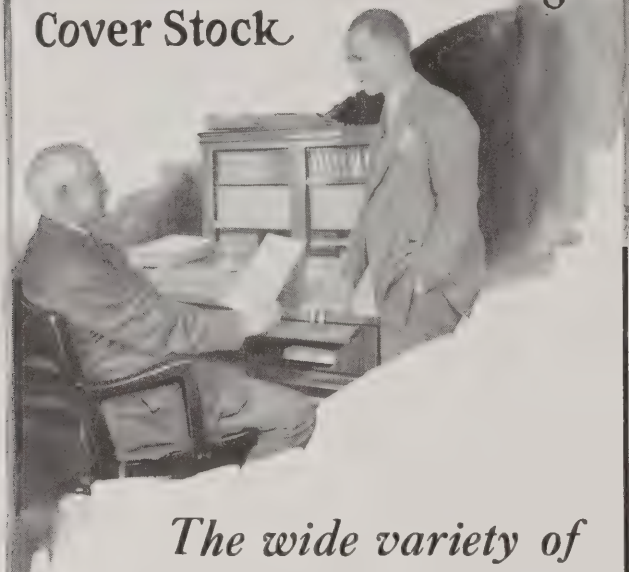
Cost? We deliver everything, ready
to hand to your compositor, in ample
time each month, for only \$10.00 a
month on a yearly basis.

New series ready for delivery. Re-
member, only one service to a city—
make *your* reservation *first!*

Praigg, Kiser & Co.

639 Diversey Parkway
CHICAGO

Be Sure You Select The Right Cover Stock



The wide variety of **Peninsular Covers** *will solve your problem*

SO OFTEN the Sales Manager or General Manager has said to the Advertising man, "Your book looks good—try to get a cover to match it."

Matching quality—matching thought and purpose is the big idea back of the making of Peninsular Covers.

Peninsular weights, textures, colors and weaves give the widest range of combinations to meet every need for catalog, booklet or folder whether the product advertised be sheer fabric or ponderous machine.

Form the habit of choosing from the Peninsular line of covers and avoid the time wasted in poring over endless samples from a myriad of representatives. Special Paper for Special Purposes.

The Peninsular Standard lines are:

**Gibraltar Patrician
Orkid
Publicity Colonial**

*Peninsular Covers are quickly available through
good Paper Merchants everywhere.*

Peninsular Paper Co.
YPSILANTI, MICH.
Makers of Uncommon Cover Papers



Watch Your Rollers

WITH the dog days upon us, printers' rollers force themselves upon our attention. Not that dog days are the only days in which it is necessary to watch your rollers. But they have a way of making you watch them then. A chap who has evidently had experience with the wiles of printers' rollers gives the printer good advice in the following article from *Canadaink*, house organ of the Canada Printing Ink Co., Ltd., of Toronto:

You can save money by giving proper attention to your rollers. To get good results rollers should be allowed to stand at least a week before being used, or until they are thoroughly seasoned. If the weather is warm and full of humidity it will require much longer. They should have a tough surface if long service is expected.

Great care should be taken in setting rollers in hot weather. While they might be just right at the starting of a run, they expand slightly after warming up and are then bearing too hard and soon begin to chafe and crack at the end. Once the smooth surface is broken they are practically spoiled. This also happens when running a small form if the ends of the rollers are allowed to run on a partly dry slab. The ends should be lubricated with oil or grease.

In this climate, where there is so much difference in temperature, it is impossible to make a roller that will do good work the whole year. A summer roller will be too hard in winter, and one suitable for winter will be too soft and go to pieces in hot weather. A lot of trouble is caused by the printer using his winter rollers right into the hot weather until they go to pieces, and then ordering summer ones, and using them immediately, before they have had time to season. Thus used they are almost sure to go to pieces and the roller maker gets the blame. This trouble could be avoided by the exercise of a little forethought and the ordering of his summer rollers as early as possible, specifying, of course, that they are for summer use. Then, when the hot weather comes on, the printer is provided with well seasoned summer rollers, which with ordinary care will carry him through the hottest weather. When they become too hard have autumn or winter rollers ready.

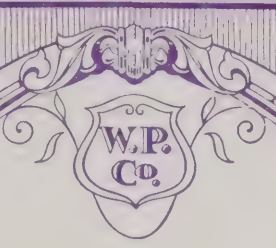
Of course, a country printer who has only short runs can often make his winter rollers last the year round, but for an office running continuously it is necessary to have them made for both summer and winter use, and they might just as well be ordered at the proper time and thus be in good condition when required.

"Eagle A" Chart Shows Increase in Printing Sales

A VERY marked increase in the printing sales for March of this year is a most encouraging indication of new strength in the printing industry. Likewise, an increase in the tonnage of paper purchases was manifested. Not since January, 1921, have reports shown such a large volume of printing sales as is recorded in the report just issued by Jos. A. Borden, director of general service, and illustrated by charts compiled by the commercial research division of the American Writing Paper Company.

The report says that "there is every indication that the growth as shown by the March figures will continue during the months to come."

The curves shown on the comprehensive chart represent percentages of normal, taking the average of the various months of 1918 as a basis, since conditions in the printing industry were more nearly normal in 1918 than in the years immediately preceding or those following.



W.P.
Co.

High Grade
Coated Book
and
Coated
Lithograph
Paper



WATERVLIT PAPER CO.
MANUFACTURERS
COATED AND BOOK PAPERS
WATERVLIT, — MICHIGAN.

For Sale by Paper Merchants Everywhere



HUGH BRADY



E. J. McCARTHY



J. J. McCARTHY



A. H. NIEHAUS

Come in and get acquainted with the personnel of the largest and the best equipped trade plant in the country.



L. J. DONOVAN

Smith-McCarthy

TYPESETTING COMPANY

Telephones: HARRISON 3864-5-6-7
637-39-41 SOUTH DEARBORN STREET



E. J. McCARTHY, Jr.



F. J. McCARTHY



W. J. McCARTHY

BEN FRANKLIN *Monthly*

AUGUST ~ GRAPHIC ARTS NUMBER ~ 1922

Marvellustre
The Gorgeous Paper

THE MARVELLUM COMPANY
HOLYOKE • MASSACHUSETTS

EXHIBITOR

Boston Graphic Arts Exposition
Booth Number 638

This is MARVELLUSTRE ~ Gold - Single Thick



The Mark of the Craftsman

THE Mark of the Craftsman is unmistakable. It stamps every work that he does with the intangible something, "everywhere pervasive and nowhere emphatic," that is Style. To provide him with material fit for his skill, the Mergenthaler Linotype Company has produced Linotype Typography. Available on every Linotype everywhere, for every work from a card to a book de luxe, it equips the printer with a scientific and orderly series of perfectly designed faces, each accompanied by its own series of perfectly related ornament.

TYPOGRAPHY

This page is entirely LINOTYPE composed. Nos. 1024, 1025, 1026, 1027, and 1028. The face is Old Style No. 7. The decoration is matrix slides 2 point No. 404 and 6 point No. 516; border matrices, 12 point request. They illustrate what is meant by "THE MARK OF THE CRAFTSMAN"

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Limited, Toronto

Exhibitors at Boston Graphic Arts Exposition

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XIX

This issue 50 Cents

AUGUST, 1922

\$2.00 the year

No. 11

Foreign Subscription \$3.00

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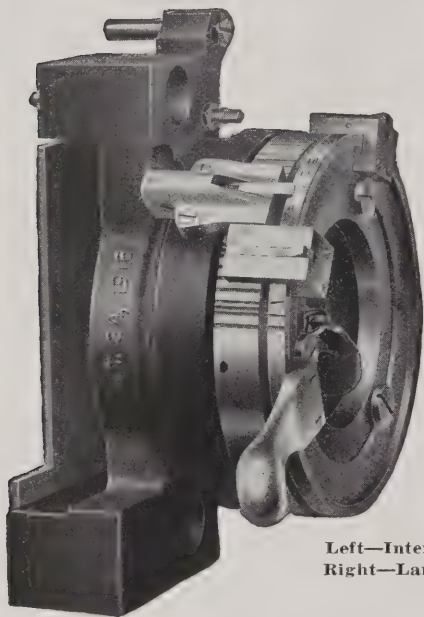
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7th Reason

WHY the INTERTYPE IS
"The Better Machine"

This is the seventh of a series of practical talks on Intertype Features. More will follow. Watch for them.

Better Slugs --- More Slugs



Left—Intertype Improved Screw-Bearing Knife Block.
Right—Large Crucible and Universal Mouthpiece.

SCREW-BEARING KNIFE BLOCK

Full floating knife is so supported that it cannot gouge the slugs or trim unequally and thus cause buckling of the column.

Movable knife banks firmly at each end, instead of in the center only. Insures parallel slugs.

Contains about one-third as many parts as other universal knife blocks.

All point settings from 5- to 36-point. Odd or bastard settings easily provided for without interfering with standard settings.

Two adjusting stops provide for instant changes from one setting to another without looking at dial.

IMPROVED METAL POT

Holds about one-third more metal than other pots. This helps to insure uniform-

ity of temperature and saves time for the operator.

When developing composing machines of wide range, Intertype designers have never lost sight of dependable operation. They could at any time produce machines of marvelous versatility—machines that would do all kinds of exhibition "stunts"—but until such machines can be made to work continuously, under ordinary operating conditions, they are never offered to the trade by the Intertype Corporation.

Intertype Model D-s. m., with a range from 5-point up to full width 36-point bold and 60-point bold condensed, setting slugs up to 42 ems wide, without assembling and distributing complications, is the leading exponent of practical—profitable—non-distribution.

The construction details described below are among the thirty major improvements and simplifications which make the Intertype *dependable*. These and other features appearing in this series maintain the truth of our slogan: "The Better Machine."

ity of temperature and saves time for the operator.

An auxiliary gas burner is provided, which reaches up through back of pot and heats metal in and around well. Makes for uniform temperature, helps prevent cracking of pot from expansion, and reduces time required for "heating up."

One standard mouthpiece for all kinds of work, including head-letter.

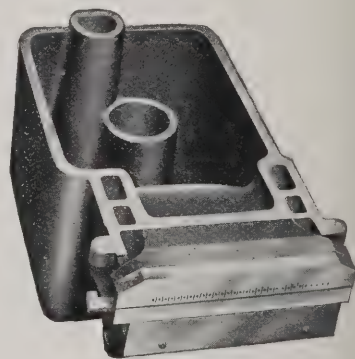
SENSITIVE GAS GOVERNOR

No mercury required.

Governor actuated by heat in crucible only, not by heat under mouthpiece.

Simple construction; quick action; sensitive to temperature variations.

Adaptable to all conditions by convenient adjusting screw.



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560-E Howard Street, SAN FRANCISCO
Canadian Representative, Toronto Type Foundry Co., Ltd.

Exhibitor, Boston Graphic Arts Exposition, August 28th to September 2nd

Ben Franklin Monthly

Vol. XIX

AUGUST, 1922

No. 11

Next Station Stop Is Boston!

Tip the Porter and Step Into the Land Where American Printing Began. The Show Will Tell the Full Story of Its Progress

WHEN Boston was chosen for the Second Graphic Arts Exposition by the International Association of Printing House Craftsmen, one of the things which the Association had in mind was the city's background in the history of printing. New England in general is the stamping ground for most of America's famous ghosts, and in Boston, the mother of America's printing industry (and therefore, according to the U. T. A. slogan, the grandmother of progress), a vivid imagination can almost picture Benjamin Franklin hurrying down the streets in the cool, grey hour of dawn to slip his first anonymous literary efforts under the door of his brother's print shop, or Stephen Daye distributing hand printed and folded copies of *The Freeman's Oath*.

Boston, Cambridge, Salem, Concord—the names ring in the ears of every school boy in a hopeless jumble as his teacher opens her history and fixes a questioning eye on him. Printing presses, burning witches, Revolutionary battles, tea-parties, one of the world's great universities, lightning rods, and bifocal lenses swim before his eyes as she asks him to bound Massachusetts and tell of the principal events of early history which occurred there.

Now if the boy's father were a printer and if the Boston show had come before the teacher's question, and if the boy had spent a week with his dad looking the place over, as you who attend the Graphic Arts Exposition will have an opportunity to do, the whole combination of circumstances would have saved a lot of wear and tear on the boy's nerves when the question was asked.

When the porter has dusted your clothes well and you have given him half of the profits on the last job of printing you billed before you left the office, you will step from the train into the

town where Ben Franklin was born. You will be in the town where Benjamin Harris established America's first newspaper, *Public Occurrences*, the first issue of which was dated September 25, 1690.

You will be within a short run of Cambridge, where Stephen Daye set up America's first printing press and where Harvard University stands.

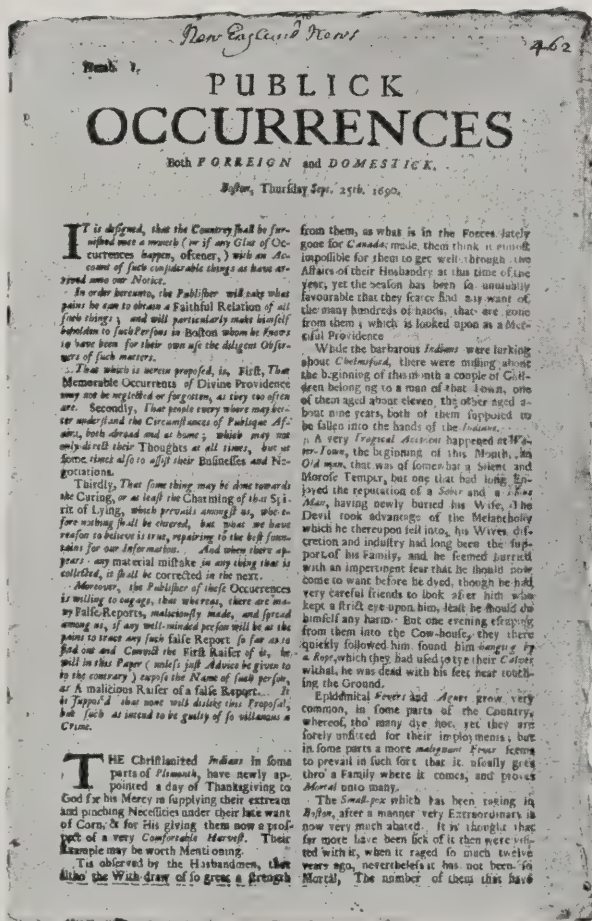
Regarding the development of printing, Boston and Cambridge have led the way in many instances. The Washington hand press was a Boston development, and the first so-called steam press for printing by power was operated in Cambridge. About 1890, photo-engraving began in Boston and the three establishments of that time have now grown to twenty, operating galleries for illustrated work. In the fine arts publishing field are many developments which contribute to educational, artistic, and social interests.

Boston ranks fourth in volume of matter printed, giving precedence only to New York, Chicago and Philadelphia. In quality of workmanship it is recognized that Boston holds first place.

Including the large printing houses in Greater Boston and Norwood, this section of the country has more book printing and binding of first-class quality than any other part of the United States.

It is a far cry from the work and equipment of these early Massachusetts printers to the monster presses and complicated machinery which will be shown in Mechanics Hall from August 28 to September 2—as far as from New York to San Francisco, or as O. Henry put it, "from Fifth avenue to Sixth" in New York City.

Here will be shown not only all kinds of equipment but a great exhibition of finished printing including all forms and grades of printed matter. There will also be typesetting machines, type-



America's First Newspaper, Published in Boston, 1690

casting devices, presses, automatic feeders, bronzing machines, folding machines, stitching machines, assembling machines and other machines necessary to printing in actual operation on commercial work.

Boston and its environs, during the week from August 28 to September 2, will be like an eight-ring circus. For months the officers of the exposition, the Boston Club of Printing House Craftsmen, and the Advisory Committee, whose names are given elsewhere, have been working and planning to make things interesting for you while you are there.

Of first interest to you as a printer is the show itself. But there are so many places of historical interest in and about the city that the week will roll around before you have fairly begun to do the things you will want to do. And there are so many things to say about the show and about Boston and its vicinity that the person who is writing this story has thrown up his hands helplessly and has decided to give you the story piecemeal in pictures, lists of names, and programs of events, which you will find scattered through this issue of BEN FRANKLIN MONTHLY.

You May Want to See These Places When You Go to Boston

DORCHESTER Heights, G street, South Boston. Several years after having developed his muscle chopping down cherry trees, George dragged a few cannons up here and drove the British out of Boston. One might almost say it was a direct boost for the Irish, for it happened on St. Patrick's Day, 1776.

Griffins Wharf, Atlantic avenue and Pearl street, Boston. Site of the "Boston Tea Party," December 18, 1773.

Bunker Hill Monument, Monument square, Boston. Within the lines of the American fortress. Climb it if you can stand 294 steps. It will cost you a dime.

Birthplace of Rev. S. F. Smith, 37 Sheafe street, North end. You learned years ago to sing his masterpiece. It begins, "My Country, 'tis of thee."

Boston Common. This used to be a common cow-pasture. Now it is something of a sacred spot where old men tell stories of the good old days and young men do their courting in whispers for fear of ghosts.

Site of the Boston Massacre. Hell was poppin' here on March 5, 1770. The spot is marked with a circle in the stone paving near the old State House, where a mob of townspeople and the British Guard acted like a lot of Herrin miners.

Faneuil Hall, Merchant's row and Faneuil Hall square. America's "Cradle of Liberty." But it won't rock any more than the Masonic Temple in Chicago will really turn around. Mr. Volstead changed all that. This was the focus of the revolutionary movement in Boston and the Colonies.

Franklin's birthplace, 17 Milk street. But what you will really see there now is the office of the *Boston Transcript*.

Old South Meeting House, Washington and Milk streets. Among other interesting social events, the Boston Tea Party was planned here.

Washington Elm, Cambridge, Mass. Where the Dough-boys got their start. Washington took command of the American Army here on July 3, 1775. It isn't recorded, but he probably shook hands with his entire command.

Paul Revere House, 19-21 North street. This is the home of a famous newsboy who couldn't wait for a press to print what he wanted to tell his customers. He and a horse managed the little affair personally. (There are still printers' customers who say that that is the quickest way to do it.)

Plymouth Rock, Plymouth, Massachusetts. That's where we all really got our start. It's about thirty-eight miles from Boston, but there are other things there worth seeing besides the landing place. If you are interested in American history you can hardly stay away.



FRANKLIN THE PRINTER—By Charles E. Mills, From a Thistle Print, Copyright Detroit Publishing Co.

A Celebrated French Typefounder

The Work of Fournier le Jeune, Type Designer, Punch Cutter, Founder, and Inventor of the Typographic Point System

By DOUGLAS C. McMURTRIE

Condé Nast Press, Greenwich, Conn.

WE READ a great deal in the literature of printing about the fifteenth century printers and their work — such names for example as those of Gutenberg, Schoeffer, Coster, Jensen and Caxton, and of a few who worked in the early part of the sixteenth century such as Aldus and the Estiennes. Ninths of the books on printing history are concerned with the period before 1525.

When the average printer, however, tries to recall the names of distinguished exponents of the art during the later periods he can recall, I venture to say, but few. Four names only, in fact, stand out: Baskerville, Caslon, Didot, and Bodoni. Are there no other printers and typefounders from whose accomplishments inspiration may be drawn? It is my belief that there are many whose work will merit study. I shall discuss briefly in the present article one whose name is in this country almost unknown.

Pierre Simon Fournier, the French typefounder who signed himself as Fournier le Jeune, deserved, I think, to rate high in the history of printing. Among his accomplishments were the following:

1. He was the inventor of the typographic point system.
2. He was one of the most gifted typefounders in all history.
3. He was the principal creator of typographic ornaments which so largely characterized eighteenth century printing.
4. He was the author of the first technical treatise in French on the history of punch-cutting and type casting.
5. He designed and engraved the types first used by Bodoni at Parma.
6. He shared in the development of the music types in use today.
7. He was the author of several works on the invention of printing.

We may now discuss these accomplishments in more detail.

Invention of Point System

At the time Fournier undertook the establishment of his foundry there was no relation whatever between the sizes of types, and different founders cast types of a certain designation according to varying standards. The result was unutterable confusion in the composing room. There was, of course, no possibility of combining different sizes of type with each other because they had no fixed relation. For example, the French printer of the time

could not lock up two lines of 6 point with one of 12 point or a 24-point initial with three lines of 8 point. All types were made in what we should call bastard body sizes.

Fournier saw the disadvantage of this situation and before he began to cut his punches he devised a point system of his own. He took a scale two inches in length and divided it into 144 points. He then assigned to the various type bodies a point designation and cast them to exact sizes. It was Fournier who first called Nonpareil, for example, 6 point and Minion 7 point.

There had been several unsuccessful efforts to standardize type body sizes by governmental decree, but the edicts were far from clear and precise and there was at hand no effective means of enforcement. Fournier's contribution of a workable system was a most significant one. The system was later modified by Didot, who made the point unit slightly different in size, and in America a point of still different size has been adopted. The Didot point system is now in use almost universally on the continent, while the American system prevails in Great Britain, Canada, and the United States. But we must remember that Fournier was the creator of the first system bringing type sizes into intelligent relation.

A Gifted Typefounder

The oldest private typefoundry in France was established in 1552 by Guillaume le Bé, a renowned engraver. In addition to the types

he produced himself, the foundry purchased the greater part of the punches and matrices from Garamond's foundry. Guillaume le Bé, his son, added to the equipment, and it passed in turn to Guillaume le Bé, the third of the name. It next went to his widow, upon whose death in 1707 it was left to the four daughters, who operated it successfully under the direction of Fournier's father for more than twenty-five years. It was purchased by Fournier l'Ainé, in 1730, and finally came into the hands of his younger brother Fournier le Jeune.

After reviewing the development of the various French foundries, Fournier le Jeune makes this statement regarding his own enterprise: "I may be permitted to say here a word regarding my own. It began in 1736 and it is scarcely finished yet in the present year 1766. With earnest and almost continuous labor it has taken 29 years to bring it to its present state. I can say that it is entirely the work of my own hands, having myself cut the punches, struck and fitted the matrices, and made a part of the



Fig. 1. Specimen of the Fournier Roman Type

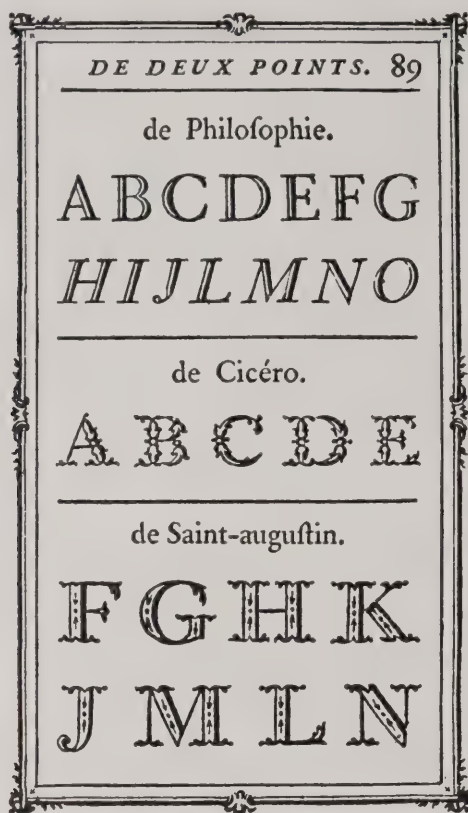


Figure 2.
Decorative Capitals in Three Designs

molds—such of them as are of my own invention. There is no other example since the beginning of printing, of a foundry, the complete equipment of which has been the work of a single artist.”

Fournier developed an excellent text letter (figure 1) in both roman and italic. In common with other French founders of times both past and present, he offered the printers “two line letters” which were capitals cast without abnormal shoulders below the line, designed to line as initials with two lines of text type—types which would be useful indeed to modern printers. He was the leader in adapting to typography the decorative capitals (figure 2) originated by the copper-plate engravers. He also developed some attractive shaded title letters illustrated (figure 3) in one of the pages reproduced from the specimen section of his manual.

Typographic Decorations

Perhaps the most characteristic feature of Fournier’s product, however, were the typographic decorations developed in the style of the engravers of the period. The elements for which he cut matrices were susceptible of combination in infinite variety. The Fournier decorations have been revived in recent years by the Peignot foundry in Paris, and a complete set is in use at the Condé Nast Press by which organization the combinations in figures 4, 5 and 6 have been set up. Figure 4, for example, is made up of twenty-two distinct and separate type characters. The floral draped border in figure 5, and the border in figure 6, made up by the repetition of the attractive rose unit, are also representative of the Fournier style. A few more decorations are shown in figure 7, which shows a page from the specimen section of the manual.

The “Manuel Typographique” is one of the most interesting and helpful books in all the literature on printing. It gives a detailed statement by an expert of the processes

of punch cutting, striking matrices, and casting type. The first description of these processes was given by Moxon, writing in London in 1683. The next technical manual of printing was that of Fertel published at Saint Omer in France in 1723, but it made no reference to the production of type. Fournier’s manual, the most complete and accurate account up to the time of the practice of type cutting and casting was published in two volumes, the first dated Paris, 1764, and the second Paris, 1766, though the printing of the latter was not actually completed until 1768.

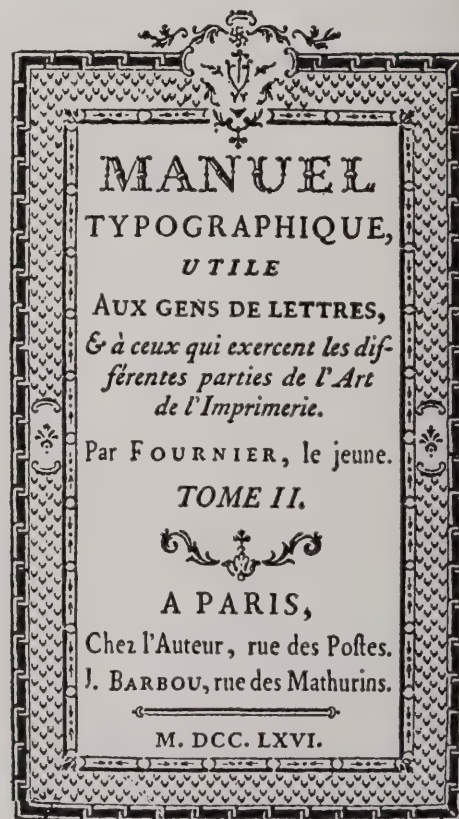
In various chapters, the manual deals with the engraving of punches and counterpunches, with the striking and fitting of matrices, with the casting of type, with the composition of type metal, with the typographic point system already alluded to, with height to paper, with alignment, with width of type setwise, with the nick, with the molds for type and for leads and metal galleys, with the font schemes and a number of other subjects. At the end of the first volume is a series of plates illustrating in detail every tool or device used by the typefounder.

The second volume is given over to a very condensed history of typefounding and an extensive showing of the types of the Fournier foundry. At the end is a short essay tracing the development of the alphabet in its various forms.

Early Influence on Bodoni

When Bodoni first established the press at Parma, he looked around for the best types available in the European market. He chose those of Fournier, and his early books were all printed with types from the French foundry, the first one appearing in 1768.

In 1771, Bodoni issued his first typographic specimen book, illustrating the “ornaments and capitals cut and cast by Giambattista Bodoni.” The title page of this

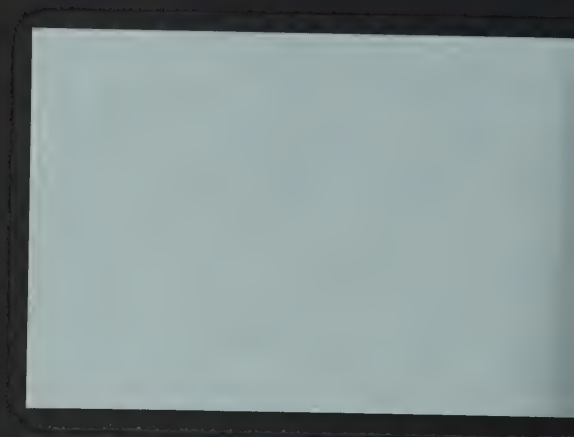


Page from Fournier’s Manual
Published in 1776

CORRECTION

ion under the Fournier title page,
e 30, should read, "Published in

ion under the Bodoni title page,
e 31, should read, "Published in



volume is so closely a copy of the title page of the second volume of Fournier's Manual as to be mistaken for it. The decorations which he presented were also very largely in the Fournier style.

Later, of course, the characteristics of design and typographic style which are typical of Bodoni began to assert themselves. Even in the later work, however, it is a question as to how much in the field of type design was his own original creation and how much was drawn from the models of Gando, Didot, and other French typefounders and printers. This is a question which will merit study. There is no doubt, however, that as a printer, Bodoni produced many noble volumes.

Music Types

The requirements of the composers had, in the middle of the eighteenth century outgrown the range of the primitive music types designed for printing the melodies of chants and psalms. Typographic music printing had not kept pace with the progress of musical notation. Recourse was had, therefore, to engraved plates for the reproduction of current compositions. The type printers had lost the business.

A number of typefounders were working on the problem at about the same time. Those who attained the most important results were Breitkopf of Leipzig and Fournier of Paris. Rosart in the Netherlands, as early as 1750, had cut some matrices for music printing, but his system required two printings, and was, therefore, both cumbersome and costly.

Fournier frankly grants to J. G. I. Breitkopf, the German founder, credit for the first production of music types, a sonnet set to music being printed with them in

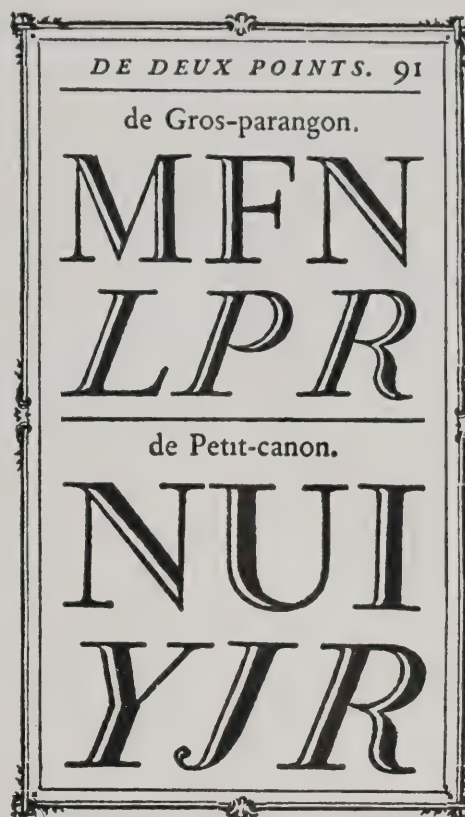


Figure 3.

Shaded Capitals for Titles and Initials.

1755. Fournier, working independently, brought out in 1756 a series of music types to be printed twice, and a few years later a font to be printed in a single impression. With the latter series of types produced by Fournier the labor of composition was very much less than with the Breitkopf types, all of which were cast on one body—the width of a line of the staff.

The later Fournier music types were cast on five bodies, for one line of the staff, two lines of the staff, and so forth. A compositor would have to handle, therefore, a smaller number of types to set up a given piece of copy.

Writings on Invention of Printing

Fournier published, between 1758 and 1763, a number of treatises on the origin and invention of typography. His first publication sought to prove that Gutenberg was not the inventor of the art. Another essay discussed Schoepflin's volume on typographic origins. Still another discussed xylographic printing and early wood engraving.

These books, while they showed the results of careful scholarship, were not happy in their conclusions, and were never taken very seriously by bibliographers and students of printing history. They did not add to Fournier's fame but, on the other hand, did not detract from it. All of them were at least good specimens of typography.

Concerning Fournier's personality we know little. From his work and his writings, however, we can draw certain deductions. He was not modest and retiring, and was quite positive in claiming credit for his consequential achievements, entering into several controversies to defend his title to the authorship of certain improvements in the art. On the other hand he was not a braggart and not given to exaggeration.

He had that rare combination of qualities of gifted artist and capable mechanic. These were qualifica-



Page from Bodoni's Specimen Published in 1776

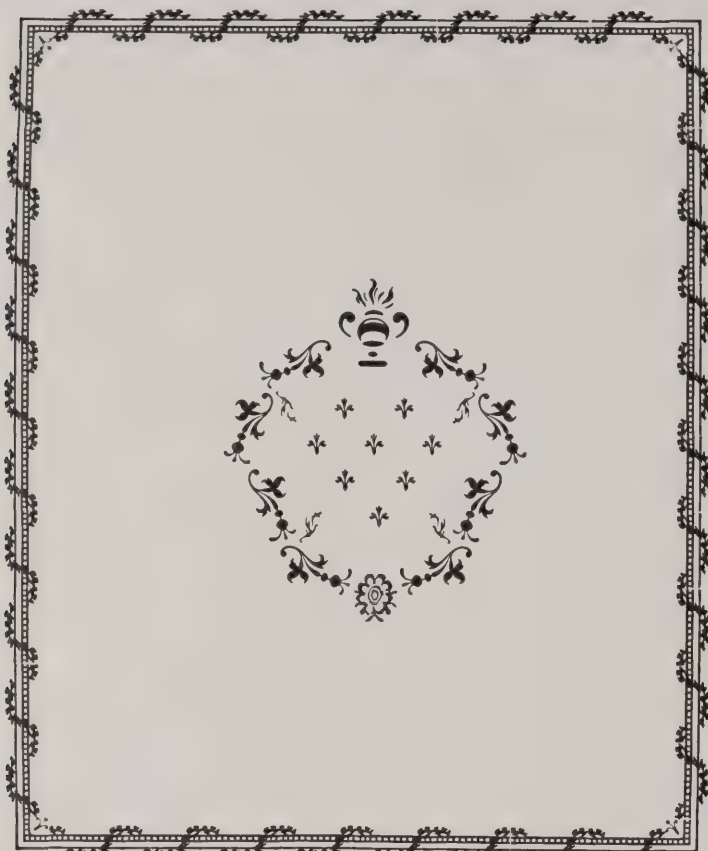


Figure 4. (Inset) Decoration made up of 22 Fournier type units. Figure 6. Floral Draped Border made up of Fournier type units.

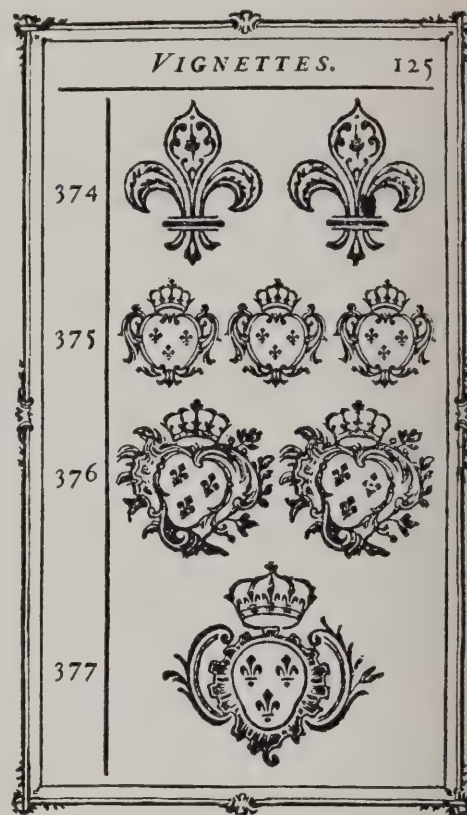


Figure 6.
Some Individual Fournier Decorations.

tions which would predestine any man for success as a typefounder.

Further, he must have been an indefatigable worker. When patient industry is combined with native talent the result is not in serious question. Pierre Simon Fournier earned for himself a secure position in the typographic hall of fame.

An Original Contribution

WHEN the "Graphic Arts Number" of BEN FRANKLIN MONTHLY was only an idea, one of the men who was asked to help make it a success was Douglas C. McMurtrie, whose article ends on this page. We had not hoped that he would devote so much time and effort to granting our request as he did.

With the greatest generosity Mr. McMurtrie gave us the result of a vast amount of original research on his part in the article.

The insert which he designed is as original and interesting as the article. Concerning it, Mr. McMurtrie writes:

"The Didot type in which it is set is a real novelty. Although it is one of the famous faces of printing history, it has never been printed from in this country. I am very fond of the French verse on the art of printing. Poetic French is always difficult to render in English and I have never seen this particular passage translated. I might timidly—very timidly venture the following in blank verse:

"It is from God that springs our wonder art
Which portrays words and to our eyes doth speak,
And by the varied strokes of symbols drawn
Gives form and color to thought."

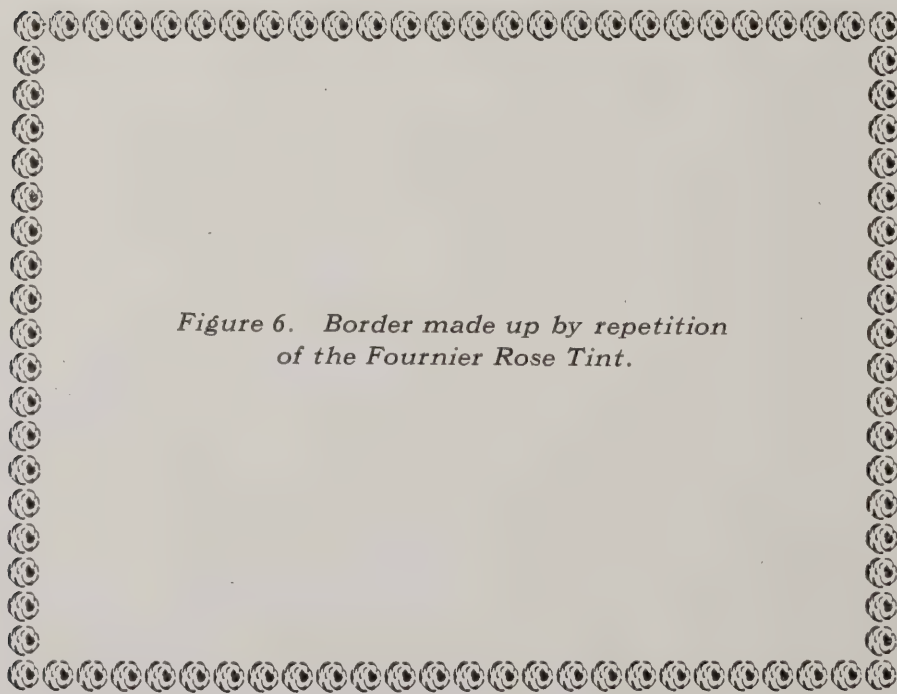


Figure 6. Border made up by repetition of the Fournier Rose Tint.



Gold Paper Furnished
by
McLAIN-JONES CO.
BROOKFIELD, MASS.

Done in Gravure
by
VAN DYCK GRAVURE CO.
BROOKLYN, N.Y.

A Printing Landmark in Britain

House of Spottiswoode Ballantyne & Co., Ltd., Founded
in 1739 Has Fascinating History of Growth and Progress

By R. A. AUSTEN-LEIGH

Spottiswoode, Ballantyne & Co.

IN THE history of printing there are several instances of firms or businesses lasting two or three centuries. Longest lived of all perhaps was the Plantin press, established in 1555 and remaining in the hands of the family of Plantin's son-in-law, Moretus, until 1875, a period of over three hundred years. The story of the Elzevirs lasts from 1583 till 1712, while other examples of businesses surviving for several generations are to be found in the records of the Estiennes and the Didots.

But in England it is doubtful whether any printing firm of today—apart from such institutions as the University Presses—can trace a continuous history of two hundred years. Of those, however, dating back to the Eighteenth Century we may mention the house of Harrison, going back to 1760, the Chiswick Press, founded in 1789, and the business of the Spottiswoodes, established in 1739.

The last named house owes its origin to a certain William Strahan, a native of Edinburgh, where he was born in 1715, and the change of name in the firm is due to the fact that Strahan's daughter married John Spottiswoode of Spottiswoode in 1779. Like many another of his countrymen, William Strahan, after serving his apprenticeship to the printing trade in Edinburgh, became enchanted by "the noblest prospect which a Scotchman ever sees" and took "the high road that leads to England."

In 1737, Strahan was admitted to the freedom of the Stationers Company, and his earliest extant account book shows that he was in business for himself in 1739 with several journeymen, and taking his first apprentice in November of that year. His earliest premises are unknown, but he was working in Wine Office Court, off Fleet Street, in 1742, and living in 1748 in New Street, a thoroughfare still forming part of the business address of his descendants. Originally forming the New Street between Fetter Lane and Shoe Lane, this street has given birth to a numerous offspring, e. g., Great New Street, Middle New Street, Little New Street, New Street Square, and New Street Hill, nearly all of which thoroughfares are occupied either entirely or in part by the Spottiswoode business.

But to return to William Strahan, business seems to have prospered steadily with him. Among his early customers are to be found the names of booksellers like Andrew Millar and Thomas Longman, and private persons such as the Wesley brothers, and George Whitefield. In 1749 he was printing the "Monthly Review" for Ralph

Griffiths, while in 1755 he placed his imprint—a rare incident in those days—on the title page of so important a work as Johnson's Dictionary. Further in 1757 he was interesting himself in a newspaper called the "London Chronicle," in 1762 he was joining Woodfall in a law-printing business, and although disappointed in 1765 in his hopes of becoming printer to the University of Oxford, he rounded off his energies by purchasing a third share in the patent of King's Printer in 1766, his partner being Mr. Charles Eyre. The partners did not come into possession of their property until 1770, but the intervening years were largely taken up with the search for suitable premises. It is worth recording that the King's printing house had long been located at Blackfriars on a site now occupied by "The Times" office, and it was without doubt chiefly for the convenience of William Strahan, who was to act as manager, that a new site was found close to Strahan's private printing press.

Such then were Strahan's activities in 1771 when he gives us in a letter to David Hall a picture of the state of his business:

"The State of my Family and Business is briefly this. My eldest Son William is now, you know, settled by himself, and will, I dare say, do very well; tho' the Printing

Trade is by no means a very profitable one. It requires great Industry, Economy, Perseverance, and Address, to make any great Figure in it. However he is very clever, has already a good Share of Business, and will, in time succeed to some of the more profitable Branches of it, as his Seniors drop off. My second Son George is now in Orders, and will, I am convinced, make a good Figure in that Walk of Life. My youngest Andrew is the only one now with me, and from whom I receive any assistance in Business. But his Time is almost totally taken up in the Printing-house, in looking after 7, 8, or 9 Presses, which are constantly employed there: For besides the 'Chronicle' and 'Monthly Review' I have always a pretty large Share of Book-work, in many Articles of which I am myself a Proprietor. I have also one-half of the Law Printing-house, which is kept, separately, at some Distance from my own House; and as my partner in that, Mr. Woodfall, died about two Years ago, the whole Care of it lies upon me. As doth the Management of the King's Printing-house, my Partner, Mr. Eyre, not being bred to the Business, and being in the Country. It is true, we have distinct Overseers for both these Branches, to take Care of the Conduct of the Business within Doors. But still the general Management, and the Accounts, of all these Branches, falls to my Share, in which I cannot easily receive much assistance from anybody. Add to all this, the Multiplicity of Concerns I have in the Property of Books (about 200 in Number) which require, every one of them, some Attention, and a separate and distinct Account. . . .

"My Reason was this: I quickly saw, that if I confined myself to mere printing for Booksellers I might be able to live, but very little more than live, I therefore soon determined to launch out into other Branches in Connection with my own, in which I have

"I quickly saw that if I confined myself to mere printing for Booksellers I might be able to live but very little more than live. I therefore soon determined to launch out into other branches in connection with my own, in which I have happily succeeded, to the astonishment of the rest of the trade here, who never dreamt of going out of the old beaten track. Thus I have made the name of printer more respectable than ever it was before, and taught them to emancipate themselves from the slavery in which the Booksellers held them."

William Strahan, founder of the Press now known as Spottiswoode Ballantyne and Co., Ltd.

happily succeeded, to the Astonishment of the rest of the Trade here, who never dreamt of going out of the old beaten Track. Thus I have made the Name of *Printer* more respectable than ever it was before, and taught them to emancipate themselves from the Slavery in which the Booksellers held them. But enough of this. From what I have already said, you may easily conclude, that my Time is pretty well filled up, at a Period of Life too when one's industry generally begins to flag."

Strahan now sought fresh fields for fame in becoming a Member of Parliament. Elected first of all for the Borough of Malmesbury in 1774 he had a distinguished but somewhat uncongenial colleague in Charles James Fox. In 1780 he changed his constituency for Wootton Bassett but lost his seat in 1784. He died the following year. He had entered Parliament too late to make any mark, though he doubtless found his seat of use especially in the political letters which he wrote for the journals in which he had an interest.

Friend of Franklin

It is time now to say a word about Strahan's many friendships. As early as 1743 we find him being addressed by Benjamin Franklin from Philadelphia, and though the pair did not meet until 1757, by dint of constant correspondence they had come to be on such friendly terms that as early as 1750 a marriage between Strahan's son and Franklin's daughter had become a matter of pleasing discussion. An actual proposal took place in 1760, but as it depended on the removal of Franklin's family to England, the matter fell to the ground.

Franklin's breach with Strahan in 1775 is a matter of history, though his famous letter ending "You and I were long friends—You are now my enemy, and I am yours, B. Franklin," is said never to have got beyond the form of a draft. It is pleasant, however, to recall that these two great printers, representing England and America,

became reconciled again, and Franklin's letter of August 19, 1784, will bear quoting:

"I remember your observing once to me, as we sat together in the House of Commons, that no two journeymen printers within your knowledge had met with such success in the world as ourselves. You were then at the head of your profession, and soon afterwards became a Member of Parliament; I was agent for a few provinces, and now act for them all. But we have risen by different modes. I, as a republican printer, always like a form well *planed down*, being averse to those *overbearing* letters that hold their heads so *high* as to hinder their neighbours from appearing. You, as a monarchist, chose to work upon *crown* paper, and found it profitable; while I worked upon *pro patria* (often indeed called fool's-cap) with no less advantage. Both our *heaps hold out* very well, and we seem likely to make a pretty good day's work of it."

Another noted friend of Strahan's was Dr. Johnson. Their acquaintanceship dated from the time when Strahan was not only printing the famous Dictionary, but acting as paymaster on behalf of the publishers, delivering a guinea for every sheet of MS. copy which could be extracted from Johnson. Johnson placed one of his protégés in Strahan's printing office, and coming there one day sent for the lad and presented him with five guineas, which he had characteristically just borrowed from Strahan. Later on Johnson spoke in a very ungentlemanly manner to Strahan; a breach followed, which was healed by an apology from the former, who thereafter dined again in New Street.

A third friend was David Hume, who frequently expressed his deep indebtedness to Strahan for his literary suggestions and corrections.

When Strahan died in 1785 he left behind him a fortune of £100,000, a considerable one for a printer in those days. He was succeeded by his son Andrew, who followed closely in his steps both as printer and Member of Parliament. He took into partnership William Preston, a prominent freemason.

Spottiswoode Enters

In course of time, viz., in 1819, Andrew Strahan retired from the active management of the business, being succeeded by his two nephews, Andrew and Robert Spottiswoode. The family of Spottiswoode traced themselves back to a Robert Spottiswoode, who possessed the barony of Spottiswoode, Berwickshire, in the reign of Alexander III. One Spottiswoode had been killed at Flodden Field in 1513, another had placed the crown on the head of young James VI. at Stirling in 1567; a third had been Archbishop successively of Glasgow and St. Andrews and the right-hand man of James I. and Charles I. in all ecclesiastical matters in Scotland; a fourth, captured at the battle of Philiphaugh, had been tried by Parliament for treason and executed in 1646 at the market cross of St. Andrews. Nor had their fame been confined to Scotland, for a cadet of the house had been a celebrated lieutenant-governor of the colony of Virginia, whose name is to this day kept alive by the district of Spotsylvania, and whose expedition across the unknown mountains of Virginia is recorded in the lines telling of the exploits of the band—

*That rode with Spotswood 'round the land,
And Smith around the sea.*

Yet another member of the family had been a well-known advocate and writer on legal subjects, and this John Spottiswoode is said to have written the preface to Watson's "History of Printing" published in 1713: probably he was the same Mr. John Spottiswoode who sold in 1706 a printing press which he had established for printing law books to Robert Fairbairn of Edinburgh.

Robert Spottiswoode died in 1832 but Andrew carried on business until 1855—like his uncle and grandfather,

Historic Massachusetts



Old State House
Corner State and Washington Streets, Boston, Mass.

he sat in the House of Commons—when he was succeeded by his two sons, William and George. To the elder son was bequeathed the share in the King's—or as it then was, the Queen's—Printing House, and the younger the private printing house, and thereupon the businesses of Eyre and Spottiswoode, and Spottiswoode & Co., which had always been separate concerns, ceased to be united even by any personal link.

In this article we are interested in the latter business, and we therefore add that in 1862 George Spottiswoode took into partnership Cholmeley Austen-Leigh. The firm steadily flourished, absorbing in turn the printing works of Messrs. Smith, Elder & Co. in 1872, of Sir William Mitchell, founder of the "Shipping and Mercantile Gazette," in 1878, of Mackintosh in Great New Street in 1882, of Ingaltion Drake of Eton in 1900, and the good will of Ballantyne Hanson & Co. in 1915.

Messrs. Spottiswoode, Ballantyne & Co., Ltd., to give them their full title, possess today three factories: in London, at Colchester, and at Eton. Periodical and commercial work is carried out in London, publishers' book-work at Colchester, and school-work at Eton.

One of the greatest feats ever carried out by the firm was the punctual production every quarter for a period of over fifteen years of the sixty-three volumes of the "Dictionary of National Biography." As the preface to the last volume states "all the proofs were finally read by Mr. Frederick Adams, their learned and efficient corrector of the press."

Thus after a life of over one hundred and eighty years the Spottiswoode business still flourishes, although to what extent it holds a prominent place among British printing firms of today it would not be becoming for the present writer to say.

A War Veterans' Printing School

ONE of the places you will want to visit while you are in Boston is the Massachusetts Normal Art School, where disabled war veterans are being turned into practical experienced printers. Not only are they taught the printing craft but they are taught how to estimate costs, order stock and, in fact, are taught how to manage businesses of their own.

Charles H. Mason is the director of this school—the Federal Linotype School. He is an ex-soldier himself, having served over a year in the air service in France, and in addition to this he is an expert craftsman.

The school is equipped to get out anything from a calling card to a book or newspaper. The students are given practical experience in all branches of the work and as soon as they are qualified are placed in positions where they become self-supporting and no longer need the aid of the Government.

The work of these war veterans is to be shown at the Graphic Arts Exposition to be held in Mechanics Hall. Mr. Mason hopes to be able to have enough equipment and men at the Exposition to get out some sort of a souvenir for the visitors.

Only ex-service men who have been disabled are admitted to the school, and they must either have been printers before the war or have the necessary educational qualifications. Most of the students are shell-shock victims and in many cases the process of rehabilitation is a long one. No man is ever sent from the school until Mr. Mason is convinced he is capable of taking an outside position and holding it to the satisfaction of his employers.

The school is run exactly as though it were a commercial printing plant and a man may be dropped from it

for any of the reasons he might be dismissed from a position with a commercial plant.

No commercial work is done at the school. All the time is devoted to doing Government printing or work of a non-commercial nature. The men are instructed in making layouts and planning their work so that it will appear to best advantage.

"People placing an order seldom know how they want the work set up," Mr. Mason said, "therefore, to turn out experienced printers, we must teach our students how to make up attractive pamphlets, cover pages, programs and cards. They must understand how to balance the type, and how to use the various kinds of type to bring out the important facts.

Not only is printing taught but the students are given work in engraving, gloss embossing and printing on fabrics. They are taught color work and binding, too, so that the man leaving the school has a thorough knowledge of his job.

The average attendance of the school is from 15 to 20. No man is accepted who hasn't the proper qualifications, and no man is sent out from the school to take a position until he is thoroughly trained.

"It isn't our purpose to flood the market with labor," Mr. Mason said, "we want to send out rehabilitated men capable of doing the finest grade of work. The commercial printing houses and the newspapers co-operate with us in placing our men when we feel they are ready to leave us. We have a number of men on Boston newspapers and in printing plants, and a few have found places in New York."

Historic Massachusetts

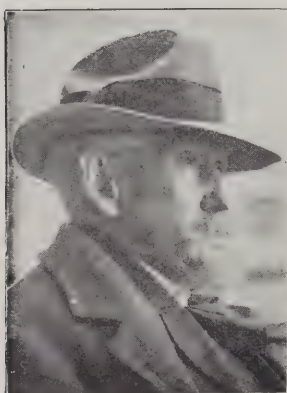


Old South Meeting House
Corner Washington and Milk Sts., Boston, Mass.

A New Book of Graphic Arts

Joseph Pennell Airs His Grievances Against Printers and Engravers and Points Out Great Need for Technical Schools

By EDWARD KERN



JOSEPH PENNELL

A MOST enlightening survey of the progress of the graphic arts has appeared recently through the publication by the University of Chicago Press of Mr. Joseph Pennell's "The Graphic Arts," comprising the sixteenth series of Scammon Lectures delivered by him at the Art Institute of Chicago.

In these days, when such things as the coming Graphic Arts Exposition in Boston and the establishment of a printing school in the Art Institute indicate a growing

national consciousness and appreciation of the industrial application of graphic art this book of Pennell's, which is both a history and a prophecy, may be considered with profit. Sixty years of work and study, says the author, have formed the background for his opinions and the material for his lectures.

Like Thomas Carlyle, Pennell preaches always the gospel of work. Thoroughness in art, detailed technical knowledge and craftsmanship on the part of artists are the great present needs, he asserts, and he states these convictions with all of Carlyle's blunt and rugged honesty. And herein lies Pennell's greatest contribution, aside, of course, from his own work, to the progress of art; for his recognition of all that is excellent in modern art does not blind him to its crudities and imperfections. He holds them up to the light, and points the way to improvement, shattering the smug complacency of those who think we have arrived artistically, "finished our education" in the matter of the graphic arts.

Artist and printer, but chiefly the artist, needs more and better training in the interests of a higher standard in illustration. "There are today," he says, "endless ways of reproducing and printing illustrations. Artists seem to think that anything can be reproduced and printed without any training, without any technical knowledge, without any thought of the chemical, photographic, or engraving and printing problems which are involved; but in every book, when the results are not good, the artist is blamed. And this is not surprising, because the artists of America mostly know nothing about the crafts; yet the engravers know little, and the printers do not care, most of them. This condition of affairs has been brought about because of the lack of proper technical art schools in this country and a want of interest in technique on the part of artists, and it is the want of technical schools which we must fill. . . . There is coming in this world a great war in art, a war as great as the commercial war now upon us. We are going to have to fight in the immediate future not only our enemies but our allies, and they are trained craftsmen, and unless we are prepared to take up

nationally the teaching of the graphic arts and the applied arts and the industrial arts, our enemies and our friends are going to do our art work for us, and this country, artistically, will be wiped off the face of the earth. . . . I do not believe that in art we are bounded by the limits of the United States, by ignorance of other men and other methods, or by any other limits. We must know what has been done in the past and in other lands in order to know how to do better work in the present, and in order to do that work we must be properly trained and prepared. But today conceited amateur ignorance covers this part of the globe. A belief that we are the elect has blinded us."

This need for technical training is emphasized again and again by the artist throughout his lectures. In speaking of the arts of drawing, engraving and printing he insists that "if you students are going to practice them you cannot practice them out of your heads without technical knowledge. You cannot use your imagination instead of technical training. You must have skilled technical training in order to do your work, and today in this country you cannot get it. You must become workmen. You may have genius, you may have ability, but it will do you no good, unless you are practically trained craftsmen, and that you must be before you can do anything of any value in the arts and crafts. If you have learned



*The Early Printer at Work at his Press.
From a Contemporary Woodcut Reproduced
in Pennell's "The Graphic Arts".*

only to draw and paint you cannot express yourself in the graphic arts at all. You may get the results that you see in the newspapers and magazines—and those newspapers and most of the magazines and nearly all of the books are a disgrace to civilization because of their technical imperfections in illustration, engraving and printing.”

But such outbursts against ignorance take up comparatively little space in Mr. Pennell's book, which is crammed with specific practical information and demonstration of the theory and practice of the arts of drawing, engraving and printing in their various forms. The first two lectures of the book take up in detail the various methods employed in these arts from ancient to modern times, and explain the different kinds of printing surfaces in use, illustrating by numerous examples from the works of Durer, Holbein, Rubens, Whistler and later artists.

Etchers and their methods are taken up in the next two lectures, in which Mr. Pennell describes the materials which may be employed in the making of an etching, and explains the technique of famous etchers whose works he analyzes.

The last lectures are concerned with lithography, its discovery by Senefelder, its early applications and later development. Some interesting incidents which came to the author's notice while serving with the Bureau of Public Information and the Liberty Loan committee during the late war have place here, and bring out the fact that very few American artists at that time understood how to make their drawings amenable to reproduction by lithography, an ignorance which cost our government much time and money. He takes time again to emphasize the need for a national school of graphic arts, and rejoices in the establishment by the Art Institute of a class in lithography in which students have the actual work to do, presses having been furnished the Institute by the National Association of Employing Lithographers.

Other of Mr. Pennell's ideas might be discussed here



*The Scribe: Drawing from Manuscript.
From "The Graphic Arts"*

with profit, for his are the stimulating thoughts of an authority on the graphic arts, but there is not space, and anyone who wishes may read for himself. The excellent work of the University of Chicago Press on both the regular and limited editions of the book make it worthy of attention as a piece of bookmaking alone. The price and other information concerning the regular edition and the special de luxe edition of the book, printed on Japanese vellum, may be found on the book review pages of this number of BEN FRANKLIN MONTHLY.

How Exhibits Will Be Arranged

THE 105,000 square feet of exhibit space of the Second Graphic Arts Educational Exposition to be held in Mechanics Building, Boston, the entire week, commencing August 28 and ending September 2, 1922, will be divided into seven departments, as follows:

Department A will exhibit light machinery—composing room equipment; Departments B and C will exhibit heavy machinery; Department D will exhibit box machinery and appliances; Department E will exhibit light stationary exhibits; and Departments F and G will exhibit printing exhibits.

During the show and for six days prior thereto, a representative of the management will be at the Bureau of Information, located in an office near the main entrance, where information on any matter may be obtained.

Special Rates to Boston

Principal railroads of the United States and Canada have granted special reduced rates, amounting to fare and one-half for the round trip, for passengers attending the Graphic Arts Exposition. Tickets will be on sale from August 24 to 30. They must be validated by the International Secretary and a special agent of the carriers at Boston on August 30 or 31. Ask your ticket agent about it before purchasing your ticket.



Japanese Printer at Work. From "The Graphic Arts"

The New German Invasion of Europe

German Printing Machinery, German Printing of Advertising and German Books Offer Severe Competition Throughout Europe

By MARTIN HEIR

A HANDICAP of no mean proportion against the American manufacturer of printing equipment selling in Europe is the ever-fluctuating rate of exchange. The monies of all European countries are far below their normal value, but especially is this true of the German mark. They all hope, however, that the time will soon come when their money value will be established as it was before the war. Consequently, they are not likely to buy beyond their pressing needs, while the exchange rate is so decidedly against them, especially when the German manufacturer—he who formerly supplied their needs—is there with an exchange rate that is more than favorable to the buyer, always ready and willing to go to any limit to re-establish the market he presumably lost during the war.

In our political battles of two or three decades ago, when we debated protection or free trade, it was frequently stated that goods of American manufacture could be bought cheaper on European markets than in the homeland. If this was true then, the situation has been completely reversed. A press costing \$400 F. O. B. New York is sold in Norway at 4,900 crowns, or about \$900 at the present rate of exchange. But machines of the same construction and possibly also the same production facilities are advertised by the manufacturers in Leipzig F. O. B. Christiania at 2,000 to 2,500 crowns, and so it is with everything else. The German manufacturer has the advantage of distance, exchange, and increased production, and he is not neglecting his opportunity. Added to the advantages is another of tradition and usage centuries old, especially in regard to composing room equipment.

The cut herewith represents a type case made by a manufacturer in Mannheim, Germany, in use practically everywhere in Europe where type is set by hand, and has been without change for centuries back. Unlike our American news cases, it is a one-piece affair, the cap case being an integral part of the main case body. It is made for strength and solidity, very little thought being wasted on efficiency and comfort of the compositor. Its front wall is about 1¾ inches thick with side and back walls, bottom and box walls in proportion. Consequently, it is heavy in itself, and when full of type, it is more than an ordinary man comfortably can lift, not saying anything about a woman. Its construction also prevents its insertion in any kind of a dust-proof cabinet. In other words, it is as antiquated as our old-time news stands. But a revolution of no mean proportion would be required to have it displaced by American news and job cases, although their superiority is apparent to every unprejudiced observer.

That German printers have been quick to take advantage of their low rate of exchange to invade the market of their neighbors to the south, west, and north is nothing more than could be expected, although it is impossible for a student of cost economy to figure out how it can profitably be done. Take, as an illustration, the Tauchnitz edition of British and American authors. As the name implies, this is an edition of English and American authors published in the original language by Bern-

hard Tauchnitz, Leipzig, with a sales office on the Rue Madame, Paris. It is stated on the title pages that "the copyright of this collection is purchased for continental circulation only, and the volumes may, therefore, not be introduced into Great Britain and her colonies" (presumably for sale). It is also stated on the back page that "In consequence of the already great increase in the costs of all materials the publishers have been compelled to raise the price of the Tauchnitz edition to nine marks per volume, sewed fourteen marks, bound in boards and cloth sixteen and one-half marks. This increase in price is only intended as a tempo-

rary measure." When it is remembered that the value of the mark at the present time is less than four-tenths of a cent, it will readily be understood at what ridiculously low prices German printing is produced.

But the edition is cheap only in price. The paper stock used in the production of the books compares favorably with our egg shell; the composition, make-up, and presswork is as good as the average in the making of the cheaper books; and the authors are of the highest class. Among them may be found Arnold Bennett, Bernard Shaw, Eden Phillpotts, W. E. Norris, John Galsworthy, O. Henry, Rabinbranth Tagore, etc.

When one knows the difference between English and German, and the limitations of the ordinary compositor, one is likely to smile when a book by an English or American author, set by German compositors, is encountered. One is at least expecting the proof to be very bad. I wish to state, however, that I have read 272 pages of O. Henry's "Cabbages and Kings" without finding a single typographical error. It was published in September, 1921, and is No. 4553 of the series. Whether the numerical order has been broken at any time, I do not know.

But it is not only in the production of edition books that this competition is felt. German printers are invading the European printing market everywhere, from Switzerland to Norway, with their cheaply manufactured goods. In fact, they are filling up their plants and running their machines overtime with printing formerly produced in Norway, Sweden, Denmark, Holland, Belgium,

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A	B	C	D	E	F	G	H	I	K	L	M	N	O	P	Q
R	S	T	U	V	W	X	Y	Z	Ä	Ö	J	—	(	)	?
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Type Case in Use Throughout Germany

and Switzerland. I have heard it stated that a big part of the Christmas literature, with which the Scandinavian countries are especially rich, was produced in Germany, while the printing plants of these countries were practically idle, with loss of wages to the workmen and profit to the employers.

Another big printing order going to Germany from the countries mentioned is for lottery printing now so common and in such great volume. At present there seems to be a lottery of one kind or another operated in every big city. This means printing of tickets, drawing lists, circulars, etc., by the millions, usually in two or more colors. If not all of it goes to Germany, German printers are at least getting the major part thereof.

Germany, as well as all other European countries, is subscribing to the Madrid convention of international postal rules and regulations which has established an equal postage rate between the different countries, but the steady fall in the exchange value of the German mark has upset this equality. While the postage from Sweden to Germany on first-class mail is four-tenths of a crown, or about twelve cents, from Germany to Sweden it is only about one cent. Therefore, the Swedish buyer of printing can place his printing order in Germany and have it mailed from there at about, or less than, the cost of the Swedish postage. This is true, more or less, according to the rate of exchange, in all the other European countries.

It is, therefore, safe to state that the German influence on the European printing industry is far-reaching in its effect.

The Dunwoody Printing School

By C. A. Prosser, Director

THE Printing School at Dunwoody Institute in Minneapolis was started eight years ago. This school is one of ten departments or schools operated by the Institute under the will of its founder, who left together with his wife approximately a six-million dollar endowment with which to give free instruction in the industrial and mechanic arts to the youth of Minnesota. By arrangement, students not residents of the state of Minnesota may be admitted to the departments of the school on paying, as tuition, the actual cost of instruction given.

In 1921-22 the Printing School had a total registration of 373. Of these, 187 attended the evening school distributed as follows: 23 presswork, 88 hand composition, 44 linotype work, 32 cost estimating and accounting for printers.

A total number of 186 attended the day school, to whom instruction was given in composition, presswork and linotype work. During the course of the year a great many students come in for special instruction for brief periods. This group of special students includes disabled soldiers under training for the U. S. Government and those sent by small print shops in the smaller towns and cities of the region, particularly for linotype work. The special dull season for this group is operated between the first of June and the first of September, and varying numbers are received throughout the year.

By an arrangement with the United Typothetae a part-time class for printers' apprentices has been operated during the year by Dunwoody Institute as an extension course in the rooms of the Minneapolis Typothetae Association, and the apprentices of the typographical union are required by that union to attend instruction at Dunwoody Institute as a part of their training, where the official course of the International Typographical Union is taught.

The school is one of the four standard schools in the country officially endorsed by the United Typothetae of America. It has the support and co-operation of the State Editors' Association of the State of Minnesota and of the state and local typothetae and typographical union.

Equipment for the school is as follows:

- 1 No. 2 Miehle Cylinder Press—50 inches.
- 1 No. 5 C. Century Pony Cylinder Press—31 inches.
- 1 Style 5 Colts Armory Printing Press—14x22.
- 3 10x15 Chandler & Price Job Presses, one equipped with Miller Automatic Feeder.
- 1 8x12 Chandler & Price Job Press.
- 1 Cleveland Folding Machine, Model B.
- 1 Seybold Hand Clamp Power Cutting Machine—32 inches.
- 1 Dahly Power Punching Machine.
- 1 Morrison Power Stitching Machine.
- 1 Franklin Perforating Machine.
- 26 Working Stands.
- 12 Linotypes—9 Model 1's, 1 Model 19, 1 Model 8, 1 Model 14.
- 1 Miller Saw.

The cover design reproduced here as an insert is the magazine cover of "The Artisan," the school paper, which is published monthly during the school year. It was designed by a student in the evening class in interior decorating. It was produced by the Federated School of Design and is reproduced here as a sample of one of the magazine covers of "The Artisan."

Twenty Years of Printing in Boston

Year	Value Property	Value Stock and Material	Wages	No. People Employed
1899....	\$35,133,612	\$8,947,939	\$8,606,813	14,899
1904....	39,274,014	10,917,592	9,064,044	15,112
1909....	47,445,006	12,880,552	11,683,634	17,532
1914....	56,195,811	16,817,231	13,266,309	18,710
1919....	104,551,284	34,906,311	20,805,203	18,247

Printing ranks as the seventh industry in size in Massachusetts.

Historic Boston



Washington Elm, Cambridge, Mass., under which Washington took Command of the American Army



Transfer and Press Room, Ohio Mechanics Institute, Cincinnati, Ohio

A Co-operative Graphic Arts School

Department of Lithography of Ohio Mechanics Institute Is
Source of Supply for National Lithographers' Association

By W. V. MORROW

OHIO Mechanics Institute occupies a very intimate and definite place in the community scheme of education in Cincinnati, Ohio, and through its pioneer efforts in furthering the cause of vocational education, its work has become of national importance to the various trades and industries.

Founded in 1828, and incorporated under the laws of Ohio in 1829 as an institution of learning not operated for profit, the school has ever persevered and co-operated with the different trade organizations in training capable craftsmen who will be able not only to make a living for themselves but will have the foundation for executive leadership and ability to contribute something worth while to the different industries with which they become identified.

The institution commands first-hand interest from followers of Caxton and Gutenberg because of its departments of printing and lithography. Considered from the viewpoint of almost a century of endeavor, these two departments are of comparatively recent origin, the department of printing having been established just nine years ago and the department of lithography three years after that, but already the courses given in these two departments have turned over to the graphic arts craftsmen who are a credit to the "art preservative."

The department of lithography is of particular interest to the printing world at this time because of the efforts being made by that industry to train skilled operatives in this country to avoid the former practice of importing lithographic artists, provers, transferrers and pressmen from Germany and Austria, which previously furnished the largest supply to American industries.

The department of lithography aptly illustrates the close relationship and co-operation existing between the institute and the industry.

The course was made possible by the National Asso-

ciation of Employing Lithographers, who support and maintain it by means of assessments levied against its members on the basis of the number of presses operated by each. The institution not only houses the department but also lends its ample facilities in the way of providing elementary education or "building up" courses for those whose progress would otherwise be impeded. The instruction is supervised by a committee appointed by the National Association of Employing Lithographers, consisting at the present time of Minto Henderson, of the Henderson Lithographing Company, Andrew Donaldson, of the Donaldson Lithographing Company, and W. H. Merten, of the Strobridge Lithographing Company, all living in "Greater Cincinnati." The institution attends to the administrative work of the department in common with the other departments.

The regular tuition rate is \$90 for a term of four and one-half months, or \$180 for a year of nine months, but the National Association of Employing Lithographers has evolved a scholarship plan which gives to its members certain scholarships apportioned according to the amount of the assessments paid in, so that no young man who has natural aptitude and liking for this work need be deprived of the advantages offered by the Institute. The officers of the Institute and the National Association can always find a scholarship for one worthy of it.

This co-operative arrangement between the institution and the National Association is doing much for the trade as a whole, and bids fair to insure to American lithographing concerns an ample supply of native skilled operatives, a supply that will keep pace with the rapidly expanding nature of the industry.

The course is accomplishing a twofold purpose. First, it affords manufacturers a reliable school of instructing where they can send their workmen for short, intensive courses in any one of the five trades that make up the

lithographic field. Second, it offers instruction for young men from 16 to 18 years of age who may enter and secure a general knowledge of the whole art and particular proficiency in one particular branch, such as designing, lithographic art, proving, transferring or photolithography, and thereby absorb the necessary general instruction to become executives eventually in the industry.

The first-named object alone has compensated the National Association for the expense of instituting and maintaining the course. A manufacturer, for instance, will have a crew of men who are efficient in the work of the stone press. The manufacturer suddenly decides to change from stone presses to rotary presses or offset presses and at the same time wants to retain his press-room personnel. He realizes that his men who are proficient in stone press work and who probably have a good idea of the mechanical features of the rotary and offset press, still lack enough knowledge of the latter to enable them to do as good work as formerly and maintain the high standard of work turned out by his establishment. When such a change in the mechanical part of a lithographing concern takes place, all the manufacturer has to do is to send his men to the lithographing department of the Ohio Mechanics Institute, where they are given a short intensive course of from 60 to 90 days in their new work according to their needs and ability and they return to their plant fully competent to meet the change that has taken place in the mechanism of the establishment.

Conditions Regulate Attendance

As a result of the constantly changing equipment in the different lithographic plants of the country and the demands made on the school from time to time as these changes occur, the attendance fluctuates in exact proportion to the conditions prevailing in the industry.

The second object is the one that will have the most lasting influence on the art, for it is from this source that the Institute and the National Association hopes to draw the artists and lithographers who will be the leaders of lithography of the future.

The two objects of the department blend perfectly. They give lithographic manufacturers a dependable and reliable training center for their employes who need a little "brushing up," to fit in with any change made in the mechanical equipment of their plants. They also give the young man of 16 to 18 years of age the opportunity of rubbing shoulders with men who are accustomed to actual working conditions and who are bound to impart to the young man the spirit and discipline that he will later find in the industry. In addition, the young men, the mature students and the instructors, are doing a great deal of experimental work in chemistry, exploring new realms, and the feeling and knowledge that all are striving for the advancement of the industry serves to add zeal to the interest of all in the work. Experiments in photolithography, a subject that is peculiarly difficult to acquire knowledge of outside of school, also are carried on.

The institution offers both a two-year and a four-year course in addition to the short intensive courses of 60 to 90 days for men who desire instruction in some particular branch of the different subjects offered.

The two-year course is one designed to meet the needs of mature men who hope to learn as much as possible in a short time, and fit them to make their living as experts in one of the five trades offered. For these students, the Institute recommends instruction in school exclusively where they can concentrate on the particular branch they intend to pursue and acquire such additional instruction in the way of industrial art, chemistry, architectural drawing and other studies as will enable them to realize their



Ohio Mechanics Institute, Cincinnati, Ohio

ambitions. There are a number of students enrolled in the two-year courses who have been engaged in lithographic work for some years.

For the younger men, 16 to 18 years of age, whose minds are still plastic and who have displayed a natural aptitude and liking for lithographic work, the department offers a four-year course which, it is believed, equals or surpasses any similar or other course of instruction offered in the graphic arts anywhere in the world. In fact, when Joseph Pennell, probably the foremost American lithographer, visited the institution last winter he declared that in his opinion the Ohio Mechanics Institute was the only institution that was accomplishing anything worth while in the United States to further the cause of the graphic arts.

The four-year course has been worked out by the Institute and the educational committee of the National Association with a great deal of care and in this it has had the heartiest co-operation and aid from the employing lithographers of the Ohio valley as well as the unions and workmen. The latter have been particularly interested in the evening courses.

Students "Learn While They Earn"

Some of the students take the co-operative course, in which they work half time in a commercial lithographic plant for wages and study half time at school under the four expert instructors who give their full time to the work, by two-week intervals. For younger students, the advantages of this system are readily seen. They are paid wages half of the time and they learn shop discipline and routine. They bring to their instructors processes they have seen in different plants which they possibly do not fully understand and receive a clear explanation of the principles involved. The school operates the year around and students may enter any time.

For those students who take up the four-year course, the Institute recommends at least an eighth grade education or its equivalent but should a student fail to possess these requirements, but show natural aptitude and liking for the work, the institution will accept him and build up his education in conjunction with his other work.

The catalog of the institution gives these requirements for admission:

Designer.—Ability to draw, paint, design, as well as a knowledge of the technique of the lithographic process. This also demands a good sense of color and in most cases fertility of ideas regarding advertising is of advantage. The prerequisite for instruction in this line is the ability to draw or talent for drawing.



Instructors in Lithography, O. M. I. Standing, left to right, Ludwig W. Girdwoyn, William Lyon, Harry Webb. Seated, Paul Ashbrook, head of the department

Lithographic Artist.—This is the term usually applied to those who copy upon stone or zinc the sketch made by the sketch artist. It demands ability as a draftsman and copyist, and a good sense of color. It does not make the same demand upon native talent and upon fertility of ideas that the occupation of a sketch artist does. It is usually considered that any man of intelligence and reasonable facility in drawing can be made into a good lithographic artist. Eighth grade training or its equivalent is necessary for this course and high school education is desirable.

Prover.—Ability to exercise care, patience, neatness and a good sense of color. Eighth grade education or its equivalent is satisfactory for this work.

Transferer.—Same requirements as for a prover.

Pressmen.—Mechanical aptitude and a good sense of color which can be developed by actual practice.

Photolithographer.—Ability to exercise care, neatness, a sense of color and an eighth grade education or its equivalent. Several years of high school are desirable. The work is one that men who have had previous experience in proving or transferring can study to advantage.

The department occupies three large well-lighted rooms in the building of the Institute which, incidentally, is one of the show places of Cincinnati. There is a large and varied assortment of lithographic stones, presses, cameras and other equipment which is kept strictly up to date to answer the needs of the industry and every facility at hand conducive to produce skilled, well-balanced craftsmen who can readily take proper places in the industry when they leave the institution.

Instructors Expert Lithographers

The four instructors, Prof. Paul Ashbrook, head of the department of lithography and an artist of exceptional merit, William Lyon, Harry Webb and Ludwig W. Girdwoyn, are gentlemen who have won for themselves a reputation as lithographers as well as ability to teach and impart the benefits of their years of experience to the students.

As Cincinnati is one of the leading lithographic centers of America, there are exceptional opportunities in this city to visit large lithographic establishments where every variety of color work is done. The department of lithography also designs and completes a considerable amount of advertising matter for the Institute which gives the

students the opportunity to turn out practical work. The Industrial Museum of the Institute affords additional facilities for the study of the lithographic art. The leading American lithographers and printers keep on exhibition samples of their best work for comparison and critical study by the students.

The keynote of the department of lithography is work. A student who is not disposed to apply himself diligently to his task is not permitted to retain his place. The department has a dual responsibility to the National Association of Employing Lithographers and to the Ohio Mechanics Institute for maintaining high standards of scholarship and of turning out men who are able to take their places in the industry with the least possible delay.

During the World War, the Government made considerable use of this department in training soldiers for taking aeroplane photographs and reproducing them quickly. After the war, the Federal Board for Vocational Education and the United States Veterans' Bureau, sent a large number of handicapped ex-service men to the department for training. The department met both of these demands with marked success, but without losing sight of its primary purpose of providing "more and better lithographers."

The latch-key to the institution is always open to visiting printers and lithographers. President John T. Fraig of the institution can always find time to show visitors the different departments.

Swedish Printers Father International Printers' Congress



AN INTERNATIONAL Congress of Master Printers will be held at Gothenburg, Sweden, June 4 to 6, 1923. The congress will be a part of the Gothenburg Jubilee Exposition which will be held from May 8 to September 30, commemorating the 300th anniversary of the founding of the city.

Announcements of the congress and invitations to American printers to attend have been issued by the Svenska Boktryckareföreningen (Swedish Master Printers' Association). The announcement says in part:

"The development of the printing art was making uninterrupted progress and had reached a very high standard at the outbreak of the Great War. By that universal catastrophe, however, its remarkable development was checked, and the printing trade, like so many other trades, has been affected by the prevailing depression, which has to a great extent crippled all business enterprise and renders it impossible to make a reasonable profit.

"There are many problems that could be discussed in common, to the economic advantage of the printing trade. There are many departments in the trade where a standardization of weights and qualities would bring advantages and remove difficulties for printers throughout the world. We have, moreover, to discuss our recent experiences in cost systems, a path that has of late been strewn with so many difficulties.

"Circumstances combine to urge the expediency of a meeting of printers from all over the world for the discussion of questions that may be of importance from an economic or a technical point of view.

"Irrespective of this, it would be very interesting for printers from all corners of the globe to meet together and become personally acquainted. We have much to learn from each other's experiences. Ties of friendship may be formed that will prove to be enduring."

THE PRESS-REPAIR-MAN

By

JAMES EDWARD HUNGERFORD

Wood Cut by Steen Hinrichsen

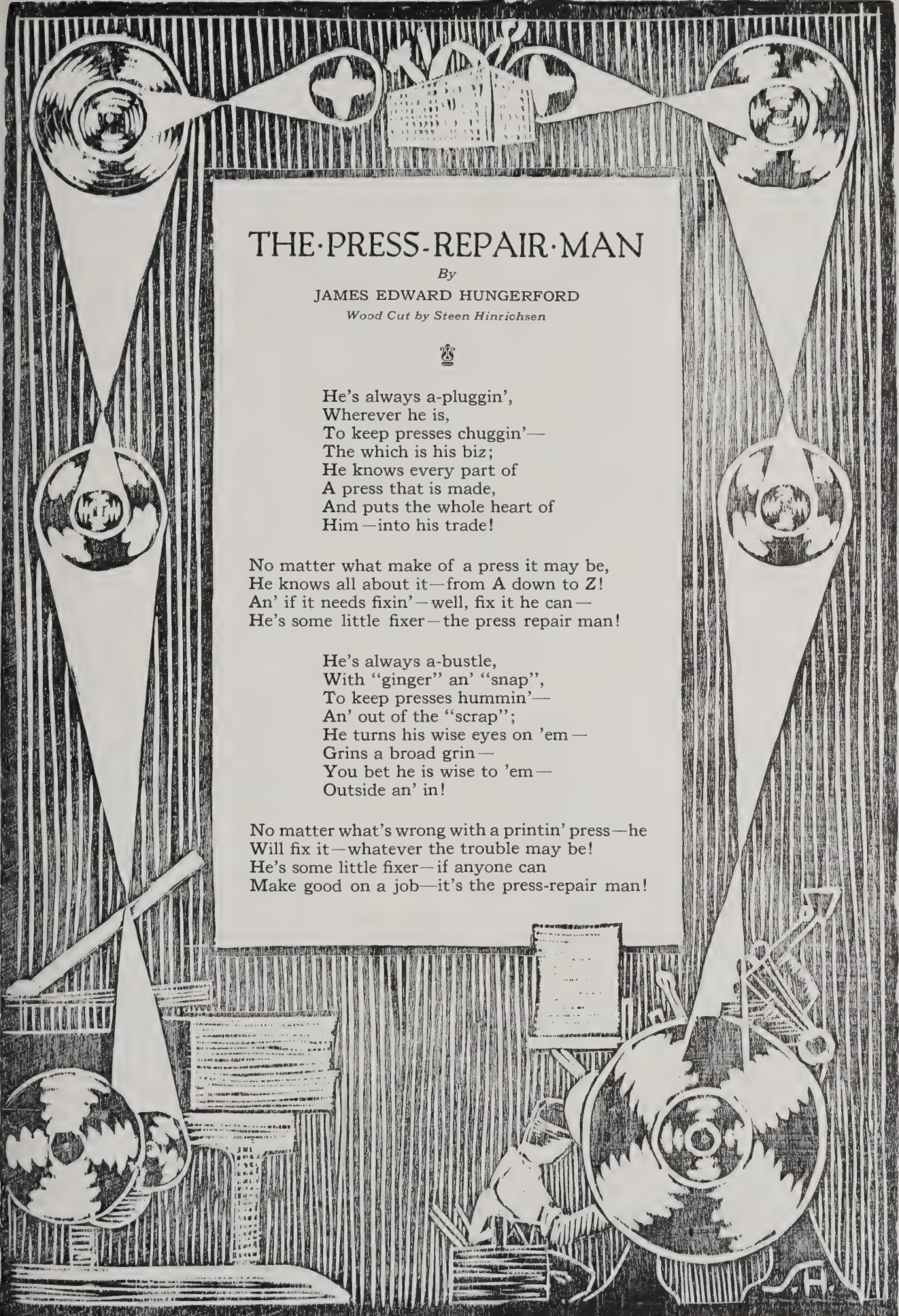


He's always a-pluggin',
Wherever he is,
To keep presses chuggin'—
The which is his biz;
He knows every part of
A press that is made,
And puts the whole heart of
Him—into his trade!

No matter what make of a press it may be,
He knows all about it—from A down to Z!
An' if it needs fixin'—well, fix it he can—
He's some little fixer—the press repair man!

He's always a-bustle,
With "ginger" an' "snap",
To keep presses hummin'—
An' out of the "scrap";
He turns his wise eyes on 'em—
Grins a broad grin—
You bet he is wise to 'em—
Outside an' in!

No matter what's wrong with a printin' press—he
Will fix it—whatever the trouble may be!
He's some little fixer—if anyone can
Make good on a job—it's the press-repair man!



Ad Mediums For The Small Shop---III

The Printer Who Has Failed to Get His Share of Business Through One Medium Alone Should Use All Mediums

By NOBLE T. PRAIGG

President of Praigg, Kiser & Co.

THERE is an interesting story in a pamphlet about printing, having to do with a printing salesman who more than doubled the business in the same selling territory—by working at it. It clearly illustrates the results to be gained when concentrated selling effort is exerted.

For, as Edward F. Jordan, president of the Jordan Motor Car Co., says:

"After we have established the fundamentals of a selling idea, and a promotion plan, we must possess sufficient energy, sufficient driving force within ourselves, to keep constantly working toward the promotion of our idea, and the realization of our ideal. To accomplish this it is only necessary to see a lot of people."

It seems that there were two salesmen connected with this story—the first of whom had obtained a passable amount of business. The sales manager thought, however, that the territory should provide considerably more business than was being obtained. So he talked it over with the salesman and with another salesman and the three decided that the second salesman should go into the first man's territory and attempt to get new customers. At the end of the first three months, this new-customer business amounted to more than half of the old salesman's total annual sales. At the end of a year, the new man's sales—from new customers, mind you—were more than 20 per cent above the original salesman's record.

In a measure, this was a result of the second salesman's keenness and alertness to opportunities. The man who had been in the territory for so long had either walked over, passed by, or in some way had ignored every dollar's worth of business which the second salesman obtained.

And here is a strong suggestion for that printer who is disposed to say, "I'm getting all the business I can expect, in view of the competition I am facing." Or, perhaps he is one of that vast multitude who are victims of the "price-cutter around the corner." Yet, if you will cast about for examples, you will instantly think of an almost limitless number of printing firms which are profiting largely, whose business is continuously right up to full production, and who are constantly getting new business—although, they, too, confront this same hazard of "the price-cutter." The answer is that when the keen salesman

faces a situation which is unalterable and one of a cut price—if no ingenuity or argument at his command can save the situation—he quite happily leaves that order to the "successful" printer and goes on his way to a buyer who looks carefully into other factors of printing apart from price alone.

As the sales manager for a dubious stock promotion scheme once told his salesmen, "If your prospect won't buy, don't waste time on him because there are nineteen million, nine hundred and ninety-nine thousand, nine hundred and ninety-nine other prospects to see." It is much the same with the printing business. If conscientious effort will not sell, proceed to the next buyer, who may be more amenable to your persuasion.

And this, true in respect to personal salesmanship, applies with equal force to the advertising effort.

All too many printers concentrate on a single form of advertising, for two basic reasons: First, they believe it takes too much time and effort to expand their mediums of advertising and make them pay. Second, they are not sufficiently familiar with the various forms of advertising to hook them up effectively with their personal selling plan.

The advertisements provided with this series of articles are primarily intended for newspaper advertising. And the value of newspaper advertising cannot be gainsaid. But

when the limitations of that medium are examined, we find two which are important: First, for printers' advertising, the use of sufficiently large space in newspapers means a prohibitive cost; second, there is so much competition for attention, both from the news columns and from other advertising columns, the printer's advertising has only a fractional percentage of opportunity to perform its full purpose in the single issue in which the advertisement appears. But these are not drawbacks to advertising. They are merely the limitations of one medium.

On the other hand, the printer's own product—direct advertising, or printed salesmanship—offers benefits precisely filling the two gaps existing in newspaper advertising. First, if he is using appreciably large space or if he is advertising at frequent intervals in the newspapers, at the same approximate cost he can produce messages which will reach an exactly determined circulation. If his mailing list is in proper shape, there will be no waste

Nearly a hundred subscribers to BEN FRANKLIN MONTHLY located in small, medium sized, and large cities throughout the United States are now using this free advertising service prepared for them by Praigg, Kiser and Co., of Chicago.

The advertisement on the opposite page is designed for your use in your local newspaper. Three more for August will be sent free to all of those who have already requested us to send these pieces regularly. If your name is not on this list it should be.

All that is necessary for paid subscribers to BEN FRANKLIN MONTHLY is to write and ask that your name be put on our list to receive the free Praigg-Kiser ads every month.

—The Editor.

whatever. Furthermore, his space is limited only to the size of the sheet or card he uses. Second, he can place his advertisement in the hands of printing buyers, confident that no other feature of distracting interest will be in the reader's hands at the same time.

For an easily conducted campaign, one having a minimum of complex features both in making the original plan and in preparing the advertising copy, no effort can exceed in effectiveness the combined use of newspaper advertising and direct advertising through the mails.

This is, in advertising, the same character of intensified salesmanship which was noted in the example of the two salesmen mentioned above.

And as a sales argument to local merchants, to wholesalers or to manufacturers, the same example again applies. Merchants without number are only skimming the territory of their natural sales because they "economize" on their printing bills. Take note, as an instance of intensified salesmanship, the example of the distributor of suction sweepers whose experience is mentioned in the advertisement accompanying this article. Before making the effort mentioned, he had, of course, "saved" his investment in printing. But the contrast of that "saving" with the profit he made in the final sales shows the absurdity of cutting down on the printing bill at a sacrifice of increased volume.

This is a thought which should constantly be dinned in the ears of every business man who has a worthwhile commodity to sell, whether he be a retailer, with an infinite variety of lines, a specialty store proprietor such as the haberdasher or shoe dealer, a wholesaler of numerous classifications of goods, or a manufacturer of a single product. All these business firms are in business for business. They welcome more trade, their purposes, their plans, and their thoughts are directed toward increasing the number of customers and toward making more sales to customers already on their books.

So often they lack initiative toward increasing business by the use of direct advertising because they are not fully acquainted with all the exceptional benefits which direct advertising will bring to them. The complete story of direct advertising values has not been specifically talked to them in reference to the peculiarities of their own business. They read about it in connection with other businesses, but don't see the point in connection with their own.

Here is the printer's obligation. He can print letterheads, business cards, shipping tags, folders, booklets and what not, on an order-to-order basis. But it has been demonstrated innumerable times that the printer who really sells an idea of direct advertising to a buyer of printing very often receives the bulk of the other general commercial

printing business because the buyer of printing has such a high regard for that printer.

But when the printer's advertising really gives the buyer information not only about the printer himself, but about the benefits of the printer's product, then indeed is the advertising rising to its possibilities. The buyer, confronted in his newspaper by a printer's persuasive advertisement, later reading a more detailed advertisement in folder or circular form at his desk, comes to have a mental favor for that printer—and from this passive preference develops an active interest in the form of an order.

(Editor's Note—Another article by Mr. Praigg with copy for a newspaper ad will be printed in September. Thus theoretical discussion of advertising printing is mixed with practical application in every issue of Ben Franklin Monthly. One of the present users of this service said in a recent letter: "This is the finest thing any printers' trade journal has ever offered to its readers. We are finding it very helpful.")

---and Everyone is satisfied

Many times we need something — but don't know it until the man who sells what we need tells us about it convincingly.

A firm which sold suction sweepers in a town of 20,000 thought it should make more sales, and sent out booklets, folders, and some persuasive printed letters which, when followed up, developed 720 sales. These people who bought knew all about the product, but they hadn't known *what they were missing* until told about it in detail.

Printing performs business wonders these days — informing us of many purchases we could make to make life easier, and to diminish our inconveniences. And even the stationery has an important influence in creating the first favorable impression.

When your printing is done here, you can rely on exceptional craftsmanship.

YOUR NAME HERE

Telephone

Street and Number

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Ninth of a series of fifty-two newspaper ads prepared by Praigg, Kiser & Company for readers of BEN FRANKLIN MONTHLY. Three more for August will be sent free upon request. Set two columns wide---six inches high.

Public School Printing Instruction

A Brief Survey of Public School Apprentice Instruction and a Plea for a Greater Interest on the Part of All Printers

By LAYTON S. HAWKINS
Director U. T. A. Department of Education

DURING the past few years there has been a great increase in the number of public schools offering instruction in printing. The department of education of the United Typothetae of America has made a persistent effort during the past year to compile an accurate list of such schools. Thus far about 300 of them have been located, but it is reasonably certain that this represents less than half of the schools which are actually teaching printing. Of the number listed only 89 are known to be giving printing instruction on a vocational basis. The others are teaching a little printing as part of the general education program or including printing as a manual training or pre-vocational subject.

The bases for classifying the 89 schools as vocational are as follows: (1) That the aim of the school or department is to prepare pupils for advantageous entrance into the printing industry; (2) that at least fifteen hours a week is given to shop work—that is, actual work in the composing room, pressroom, or bindery; (3) that the instructors are competent journeymen and capable teachers; (4) that the equipment is ample, modern, and in quantity and quality compares favorably with that of commercial shops doing a similar class of work; (5) that the standard of workmanship is at least up to current commercial standards; (6) that the department is conducted primarily for instruction purposes, rather than the production of printing for commercial profit or saving to the school board; (7) that the department is working in close co-operation with the local industry.

It is worthy of note that in those cities where the public school department of printing is conducted on the bases outlined above and where the employing printers are co-operating with the school practically all of the graduates find places in the industry. Employers who secure these boys find them to be intelligent and effective workers.

Practically all of the 89 schools included in the vocational list offer a two-year course. It is generally conceded that after two years of instruction in printing in the public schools as above outlined, the boy who desires to follow the trade of printing is better off to start work in a print shop and return to school for part time instruction than he would be to continue in the school for full

time instruction. The U. T. A. department of education does not in any sense advocate shortening the possible schooling period of any pupil, but it does advocate that entrance upon a printing trade course be delayed until such time as the pupil is certain that he desires to follow the trade and then take an intensive two-year course.

Much confusion exists in the minds of printers with regard to the possibilities of trade instruction in printing in the public schools. This comes very largely from the fact that the printers fail to investigate the school conditions and determine whether or not the school is offering vocational instruction in printing or merely including printing an hour or two a week as part of an elementary school or junior high school program. It is the opinion of the U. T. A. department of education that printing departments which are not on a vocational basis have very little to offer to the industry. On the other hand, it is our opinion that the departments which are conducted on a vocational basis have the possibilities of making a decided contribution to the industry if the printers will interest themselves in the schools and take advantage of the opportunities which they offer.

The extent to which these 89 schools are functioning is indicated by the accompanying

tabulation. The apparent discrepancy in the total number of pupils enrolled, as shown in tables 1 and 2, is due to the fact that some of the pupils are enrolled in more than one class. For instance, many of the pupils in hand composition are also taking some work in platen press. The fact that nearly 5,000 pupils this year received instruction in printing on a vocational basis is an indication of the contribution which this type of school may make to the apprenticeship training program of the industry.

TABLE 1
PUPILS ENROLLED IN 89 PUBLIC VOCATIONAL SCHOOL
DEPARTMENTS OF PRINTING

	Day	Part-time	Evening	Total
Hand Composition.....	2,970	691	552	4,213
Monotype Keyboard.....	9		18	27
Monotype Caster.....	7		24	31
Linotype Operator.....	247	64	107	418
Linotype Machinist.....	65	60	118	243
Platen Press.....	2,216	448	181	2,845
Cylinder Press.....	722	94	56	872
Bindery	648	74	43	765

The School Teacher's Creed



I BELIEVE in boys and girls, the men and women of a great to-morrow; that whatsoever the boy soweth the man shall reap. I believe in the curse of ignorance, in the efficacy of schools, in the dignity of teaching, and in the joy of serving others. I believe in wisdom as revealed in human lives as well as in the pages of a printed book; in lessons taught, not so much by precept as by example; in ability to work with the hands as well as to think with the head; in everything that makes life large and lovely. I believe in beauty in the schoolroom, in the home, in daily life and in out-of-doors. I believe in laughter, in love, in faith, in all ideals and distant hopes that lure us on. I believe that every hour of every day we receive a just reward for all we are and all we do. I believe in the present and its opportunities, in the future and its promises and in the divine joy of living. Amen.—Edwin Osgood Grover

The Grand Rapids Vocational School
Printing Department

Of Divers Persons and Their Work

Graphic Arts Number of Ben Franklin Monthly Is a Composite of the Thoughts and Work of Its Craftsmen Friends

By ROBERT O. BALLOU



AND now it becomes the pleasant duty of the editor to speak of the men who have helped to make this number of BEN FRANKLIN MONTHLY a little different from the regular issues of the magazine, and the way in which they have done it. In the last analysis, when the editor stands be-

fore the pearly gates and St. Peter, looking at him sternly, asks, "What did you do to make BEN FRANKLIN MONTHLY a good magazine, or, as Hal Marchbanks says, 'a really good magazine'? Did you do anything? Eh? Did you?," he will be compelled to say:

"Your Honor, now and then I restored a split infinitive to its original unity of form. I bought the best paste I could find to paste yellow proofs upon dummy sheets. I wheedled the contributors into writing as good stuff as they could. I strove always, when talking to the printer, not to become profane, lest he should become angry and skimp on make-ready time. I strove to make friends of the most intelligent men in the industry, that they might be persuaded to write good stuff for Ben, and to make enemies of no one, save the unjust and liars, so that we should lose neither advertisers nor subscriptions. But aside from that, your Honor—especially if you have the 'Graphic Arts Number' in mind (did you see a copy of it with St. Ben surrounded by gold and with the two inserts putting some of the best of your Master's religion in practical everyday words that busy printers can understand?)—especially if you have that number in mind, St. Peter, you will have to talk to divers other persons about it. They did it."

That is one of the sore spots in the life of an editor. Man loves to create. He is jealous and ambitious to make, alone, a thing which shall be great and beautiful. But the first thing which every honest editor in the world learns is that his part in making a magazine is a very small one.

Here is a concrete example of it before you. That which is worth your attention in this number is all a composite of the thought and time and energy of other men who love printing and who find pleasure in expressing their fondness for it.

We wanted a special cover. Will Ransom and the Marvellum Company took care of that for us.

Of course, we wanted news of the Graphic Arts Exposition. Jacob Levin, publicity director for the big show, supplied us so plentifully with stories and pictures that it was a physical impossibility to use all that he sent us. And we haven't had time to write and thank him for it all. We do now.

And then, of course, too, in addition to good feature articles we wanted to show a few examples of the work that master-printers and student printers are doing. The inserts are the result of expressing that desire. It seems fitting that we mention them in the order in which they are bound into the book.

We have already mentioned the one designed by Douglas C. McMurtrie and printed and contributed to Ben by the Condé Nast Press. So far as we know, it is a unique showing of the Didot type in this country. Mr. McMurtrie's contribution, both in his article and his insert, is a real contribution to printing history.

Looking through the DeLuxe edition of Pennell's "The Graphic Arts," I was struck by the beauty of the Baumann color print reproduced in it on Japanese vellum. The whole book is beautiful, but this one page of color, standing out on that lovely hand-made Japanese paper, made me forget the commandment which says "Thou shalt not covet." In its repression the whole page spoke of the beauty which may, without ostentation, be made available to large numbers of people through the medium of the printing press. The purple hills, the golden tree and the growing green about the tree and the cottage, and their beauty caught by an artist and held and transmitted to many who cannot see the artist's original work, by



Saint Ben

a printing press! Truly a great machine!

In this case paper is not so much a part of the picture as it is the frame and the background for the picture. But the insert is nevertheless a notable example of the part a fine paper plays in the beauty of a finished piece of printing. The paper is made by hand in Japan and imported by the Japan Paper Co. from the Shidzuoka Mills. It was on this paper that the complete DeLuxe edition of Pennell's "The Graphic Arts," reviewed by Edward Kern in this issue, was printed.

We have the University of Chicago Press to thank not only for the inserts but also for the loan of the cuts from the book used in the review of it and for the little cut of a hand-press which we have used at the beginning of this article—used there because it is the most expressive symbol I know of the part a printer plays in the dissemination of beauty.

There was to have been a rather large series of inserts showing specimens of student work, but schools close in June and many of them still are in the stage of plans for later issues. However, the Ohio Mechanics Institute of Cincinnati, and the William Hood Dunwoody Institute of Minneapolis have contributed examples of their students' work which will repay study. I venture to say that a comprehensive collection of the work of printing students of America would be a revelation to printers in general and to skeptics in particular.

Wherever there is talk of encouraging better printing, William E. Rudge may be found somewhere about, contributing of his thought and time and energy to whatever may be afoot. Of his contribution to this number, he himself tells so delightfully in a letter that I am going to let the linotype man set it up as he wrote it to me.

"On Easter Sunday last it so happened that I was in Boston and after luncheon strolled into a church, the name of which I didn't know, located in Copley Square.

"The wonderful light on that particular day was shining down through the leaded glass windows into the church and made one of the most beautiful lighting effects it has ever been my privilege to see.

"The church was empty but looked so restful and inviting that I sat down in one of the pews for a while to enjoy it. Then my curiosity as to what particular church I was in prompted me to take a book out of one of the pews and on the fly leaf I found this prayer printed.

"It appealed to me so much that I copied it, and that is why it was printed, so that others might also enjoy it. Some day I would like to meet the man who wrote it."

The gold insert contributed by the Van Dyke Gravure Company and the McLaurin-Jones Co. is an excellent example of what can be done on gold paper by means of excellent photogravure. There is a limited number of these in our office unbound. If you would like to have one to frame and will write and ask us for it we will be glad to send it to you—if there is one left when we get your letter.

Of the William Hood Dunwoody Institute, who furnish a cover design for *The Artisan*, C. A. Prosser tells on another page of this magazine.

Hal Marchbanks says that his religion consists chiefly in pushing a golf ball around the links on Sunday, which isn't such a bad religion at that, so long as he is a good score keeper for himself and hits the ball hard when it is necessary and softly, but well, when it seems expedient. But there is a suggestion of something beyond golf in the subject matter which he chose for his insert.

The Pine Mountain Settlement School, in which Mr. Marchbanks is at least enough interested to perpetuate in print the message of its founder (and it was his own

selection, so it is safe to guess that his interest goes deeper than that), is located in Harlan County, Ky., where William Creech, a Kentucky mountaineer himself, at the age of sixty-eight, donated 160 acres of land—all he had—that his vision of a better people in the Kentucky mountains might some day be realized.

William Creech, Sr., was a sturdy old-timer with a wisdom (if one may judge from his quoted words) that puts to shame the petty knowledge of books. He himself expressed his reasons for giving the land in many ways, but the gist of his thought is in the insert which Mr. Marchbanks has printed for us and in the following words:

"There is so many of our young folks growing up here not even taught up as to Morality. It grieved me to think that Parents would raise their children under such rulings. . . . Seeing the examples laid before the bright young girls of our community which is Decoyed off by bright young bucks that destroys them and robs them of their virtue and then draps them on the world. The old Devil is working his part of it and we've got to try to teach 'em up better. Hit's lack of knowledge of science that's caused the trouble, and with good teaching seems like they would be greatly bettered.

"I hope our good friends will come forard and help us all they can to make better people out of our wild mountain people that has been raised up here in ignorance and almost regardless of law. Their foreparents has laid the pattern for them of drinkin's, Killin's, Whorin's and abomination in the sight of God. (Hit's rough to say, but hit's the truth and I think ought to be said.) I see no chance to teach the old, but if the children can be taught up in a better light they can lay an example even for their parents."

William Creech, Sr., probably never heard the word "telic" used and probably wouldn't have known what it meant had he heard it, but in laying the foundation for his school, he was practicing telic sociology—that process of solving social problem by preparing for coming generations—the one hope of the greatest sociologists today.

This is a printers' magazine and printers are interested in making money, not in educating Kentucky mountain children—and Hal Marchbanks pushes a ball about on the links of a Sunday, but—well, the person who could tell you more about the school is Mrs. Ethel deLong Zande, at Pine Mountain, Harlan County, Ky., and the person who takes the contributed checks that are helping to make William Creech's dream a larger and better thing "not only for the people of this locality, but for all of Kentucky; for the whole U-nited States if they want hit; for the whole world if it can get any good from hit!" is C. N. Manning, Security Trust Co., Lexington, Ky.

The paper on which the insert is printed is a new product of the Worthy Paper Co. Association of Mittenague, Mass., by whom it was contributed. It is Aurelian Dull Finish Laid, 25x38—80.

And now comes the Mergenthaler Linotype Company with a typical message written by Julius Muller, editor of the *Linotype Bulletin*. Putting into practice what the message asserts as fact, the copy was turned over to William E. Rudge to be beautifully printed. It looks like a Bruce Rogers design—but that is hazarding a guess.

So that is the story. If you have enjoyed this "Graphic Arts Number" of BEN FRANKLIN MONTHLY, and if St. Peter has anything to mark up on the good side of his book on account of it, your thanks should be to these men who have given so gladly of their time and thought, and St. Peter's good marks should be opposite their names.

Two Hotels



Where you may enjoy sea breezes and salt water baths while at the Boston Show. The New Ocean House at Swampscott, fifteen miles from Boston. The Atlantic House, (inset) Nantasket Beach, twenty miles from Boston.

The Men Who Are Doing It

HERE are the men, who, with the assistance of every Craftsman in the country, are making the Exposition a success.

Boston Graphic Arts Exposition, Inc.

10 High Street, Boston
 EDWARD W. CALKINS, *President*
 JOSEPH J. DALLAS, *First Vice-President*
 JOHN W. POWER, *Second Vice-President*
 ARTHUR E. HAM, *Treasurer*
 FRED A. WILLIAMS, *Assistant Treasurer*
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 B. L. Goodwin, Boston Mailing Co., Boston, Mass.
 J. G. Gosselin, Wright & Potter Co., Boston, Mass.
 J. J. Haggerty, Eureka Blank Book Co., Holyoke, Mass.
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 F. C. Hoyt, Sentinel Printing Co., Fitchburg, Mass.
 F. T. Hull, University Press, Cambridge, Mass.
 J. E. Innes, Hope-Innes-Folsom Co., Boston.
 H. L. Johnson, Graphic Arts Co., Boston.
 F. E. Jones, E. S. Jones Sons Company, Providence, R. I.
 E. H. Keuhn, Powers Paper Co., Springfield, Mass.
 W. M. Lester, Loring-Axtell Co., Springfield, Mass.
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 B. P. Moulton, Remington Printing Co., Providence, R. I.
 E. E. Nelson, Boston Typothetae, Boston, Mass.
 C. E. Peck, R. S. Peck & Co., Hartford, Conn.
 W. J. Phillips, Southgate Press, Boston, Mass.
 C. B. Porter, Springfield Fire & Marine Ins. Co., Springfield.
 H. P. Porter, Oxford Print, Boston, Mass.
 H. Praeg, President New York Craftsmen's Club, New York.
 W. B. Reilly, Courier-Citizen Job Print, Lowell, Mass.
 L. L. Rescott, Travellers Insurance Co., Hartford, Conn.
 C. H. Roberts, Jr., Riverside Press, Cambridge, Mass.
 A. A. Rousseau, Free Press Printing Co., Burlington, Vt.
 C. F. Shirley, Forbes Lithograph Co., Boston, Mass.
 H. Steed, Rapid Service Press, Boston, Mass.
 F. H. Tolman, Tolman Print, Brockton, Mass.
 C. E. Vautrain, American Writing Paper Co., Holyoke, Mass.
 J. E. Wade, Wade Printing Co., Haverhill, Mass.
 F. W. Wardwell, Wardwell Publishing Co., Portland, Maine.
 J. J. White, Whitmore Paper Co., Holyoke, Mass.
 Wm. Whiting, Whiting Paper Company, Holyoke, Mass.
 E. B. Williams, A. E. Martell Co., Keene, N. H.

Typesetters on Hand

ONE of the interesting exhibits at the Boston Graphic Arts Exposition will be that of the Trade Composition Association of Boston, under the direction of Kimball R. Loring, Daniel D. Scott and Cecil H. Wrightson.

A complete plant will be there in operation. Pamphlets, advertising folders and a daily news bulletin—The Trade Composition Bulletin—will be set up in type, made up, locked up and sent to press. Type, leads, and rule will also be cast.

"Share Your Knowledge"

THE following is a list of the officers of the International Association of Printing House Craftsmen and cities where Craftsmen Clubs are located—their motto is, "Share Your Knowledge."

W. R. GOODHEART, *President*, Chicago, Ill.
 EDWARD W. CALKINS, *First Vice-President*, Boston, Mass.
 HARVEY H. WEBER, *Second Vice-President*, Buffalo, N. Y.
 JOHN J. DEVINNY, *Treasurer*, Washington, D. C.
 L. M. AUGUSTINE, *Secretary*, Baltimore, Md.

Albany	Grand Rapids	Rochester
Baltimore	Harrisburg	San Francisco
Boston	Kansas City	Scranton
Buffalo	Los Angeles	Springfield
Chicago	Milwaukee	St. Louis
Cincinnati	Montreal	Toledo
Cleveland	Newark	Topeka
Columbus	New York	Toronto
Dayton	Omaha	Trenton
Des Moines	Philadelphia	Washington
Detroit	Pittsburgh	Wichita
Fort Worth	Providence	Worcester
	Richmond	

Figuratively Speaking

IN THE first century of its city life Boston's population has increased from 44,294 to 748,060. Today there are 161,106 families in Boston, 16,790 persons per square mile. Within a 25-mile limit of Boston today there is a population of 2,164,561.

Boston has an assessed valuation of more than a billion and a half dollars, ranking first in America as to valuation per capita. It cost nearly \$60,000,000 a year to conduct the business of the city government.

Boston today has 604.80 miles of paved, accepted streets. It has a recreation park—Franklin Park—that is nearly as big as the whole of Boston was in 1822. In 1822 there were a few hundred babies born in Boston—last year there were about 20,000.

The Boston of 1922 is the first shoe and leather center, the first wool market, the first fresh fish market on Atlantic shores, the second textile center, the second importing seaport.

Historic Massachusetts



The House of Seven Gables in Salem made Famous by Hawthorn's Story of that Name
 (Courtesy Boston Chamber of Commerce)

Ideas Sell Better Than Ad Space

The Newspaper Advertiser Demands More Than Square Inches If He Is To Keep Spending Real Cash With You

By EDGAR WHITE

"NO, I haven't got anything for you today. It's no use coming around every day. If I have anything for you I'll send it around to the office." When a very good friend and customer talked to me that way as he was approached for a promised advertisement for our newspaper, I didn't show any displeasure, because I knew that by and by he would be all right and we'd get his ad.

The embarrassing feature of soliciting ads and job work is the meeting of men who, happening to be in ill humor about something, take it out on the solicitor. Each advertising man has to meet that problem according to his nature. It is common experience that when you make the same proposition day after day to your customers they will become indifferent and "stay out."

The suggestion for this article came from a rather rough day not long ago, which resulted in some self-analysis. One large advertiser had called me down because there were errors he regarded as important, and he declared we hadn't sent him a proof. It developed we had sent him a proof, but too late to overhaul the ad and make some changes he wanted. Another patron complained because we hadn't given him a better position. I wondered whether it wasn't a sort of conspiracy to vent a little personal ill will. I had been seeing the trade nearly every day for a month without offering a thing new. Consequently the advertisers were losing interest. It was natural. At that time we hadn't made any arrangement for illustrations. Soon after we closed a deal with a syndicate and received a large quantity of mats for nearly every class of merchandising. When proofs of these engravings were taken around the merchants immediately became interested, and marked off a great many to be used with their ads. Their whole manner changed at once. They had time to look at something new, and of value to them. They had grown tired of the old stereotyped question—"Have you an ad for us today?"—without showing them anything but yesterday's paper.

That is but one feature, but the same law governs all. Customers demand new ideas from printers, and if this demand is not met a loss of business will result. We now have a good man in our advertising department, and when we plan a campaign against a particularly tough subject, we put our expert to work on an attractive "dummy." If we can bring the prospective customer into camp this way we consider it time well spent, though it takes half a day to get up a design to capture him. It's worth more

to develop a new customer than to make a deal with an old one, because that is adding business. And the best way on earth to get increased business is with attractive designs.

A gentleman who spent the winter in our town came in with occasional contributions of poetry, which he embellished with drawings that were fairly good. One day

I asked him to try his hand on a page made up from cuts and rules in the office, leaving spaces for business cards. He caught on to the idea so well that he surprised everybody in the office. His form sheet was interesting enough to frame. It was for some approaching holiday, and when I took it around to the smaller merchants to sell them cards at from \$1.50 to \$2.50 all I had to do was to show the poet's page—it did all the "talking" necessary.

In selling, the appeal to the eye as well as the head should be considered. The "outlanders" who come with all sorts of advertising schemes know this. On nearly every restaurant table in our town is a handsome, nickel-plated menu holder, with spaces for advertising. One can see at a glance what a "talking proposition" this is, besides its appeal to

the eye. Hundreds of people from the country consult those menu cards every day, and their eyes could hardly miss the advertising in the neat holders. Instead of getting mad at the man who comes in with the new thing, the printers should consult their trade journals and learn where good selling novelties of that character may be had and introduce them themselves.

All things being equal, the country printer has a right to ask that he be given the patronage of his local business men, but he won't get it all unless he keeps abreast of the times and does business in a modern way.

It pays to keep up with new designs in type and printing stock. One of our merchants received a large square envelope, with the business card printed on the flap instead of on the corner of the face. He was so struck with the design that he was on the point of sending off for some envelopes of that character when we offered to get the stock and print them for him. Others liked that envelope and style of printing and we took several large orders for them.

Every live merchant is interested in printing and advertising. He realizes they are as necessarily a part of his business as clerk hire or office help. But you arouse no particular enthusiasm in him when you tell him he ought to advertise more. He will refer you to his advertising bills, and complain of their excessiveness. However, he

"Every live merchant is interested in printing and advertising. But you arouse no particular enthusiasm when you tell him he ought to advertise more. He will refer you to his advertising bills and complain of their excessiveness."

"However, he will forget all that when you place before him a new spread made especially for his business. He notices that it looks good in print. As it has attracted him he knows that it will attract others."

—Edgar White.

will forget all that when you place before him a new spread especially for his business. He notes that it looks good in print. As it has attracted him he knows instinctively it will attract those he wishes to reach.

In our town we had one merchant who should have been an ad man. He landed about sixty years ago with a drygoods box full of notions—shoes, socks, neckties, suspenders, buttons and handkerchiefs. When he died his estate was estimated at \$100,000. Old conservative merchants had laughed at his energy in advertising. Their stocks were many times larger than his, yet they didn't buy one-tenth the newspaper space used by the newcomer with a box full of goods.

The town only had weeklies then, and this new merchant found that method too slow. He had posters struck off several times a week, and distributed them throughout the county. It wasn't long before his little store-room was crowded with goods and customers. His method of advertising was to use large headlines covering some big event in the day's news, and before the reader was aware of it he was perusing the list of items and prices at the New York Store.

The advertising plan was simple—say something new every day, and make every line original and interesting. People would read the New York Store advertising before any other part of the paper, and it generally created more talk than anything else in the paper.

The goods carried were as novel as the advertising. The parasols were of bright shades, with curiously designed handles. The stockings were figured, and there were embroidered handkerchiefs different from anything seen in these parts. Everything was new, novel and attractive, and the price was low. That is how the New York Store became the leading concern of the town, and today, after sixty years, holds the position for the stores of its class.

The originator of this system of advertising was the late Tom Robinson, who came to Macon from Virginia with hardly more than enough to pay his fare and for a few goods. But he had an idea and he knew how to capitalize it. He once expressed it:

"Make your advertising so interesting that it will excite public curiosity about your store, and when the people come to buy see to it that your goods are exactly as advertised."

Cleaning Forms

THE common method of cleaning a form covered with ink, whether it be a visiting card or a cylinder form containing heavy, solid plates, is to souse a benzine brush with plenty of benzine, or whatever cleaning fluid is used, and "go to it."

This method flushes most of the ink down the sides of the cuts, type and rules, where it settles and dries. The cleaning fluid and ink that is not carried down into the depressions below type-high stays in the brush, and when that brush is again used to clean out a delicate type form or halftone the cleaning fluid releases the partly dried ink and carries it down between the type line or into the fine lines of the engraving.

The remedy, says *The Empeco Paper News*, house organ of the Minneapolis Paper Co., is to use a rag to wipe off most of the heavy ink and then use the brush to clean out the face of the form.

This method prevents the type and rule from being gummed up and makes it easier to set for the compositor when next used.

Every composing room finds it necessary, every so often, to clean off the heavy ridge of dried ink that accumulates on the sides of brass rule and borders just above the height of leads and slugs.

A Short Cut in Figuring Paper Stock

THERE is a growing tendency among editors of house organs issued by printers' supply houses to publish as a part of such house organs short articles of practical help to the printer. And when it comes to helping the printer, typesetters to the trade are rapidly making a place for themselves in the ranks of business men who understand the part which such service plays in procuring business.

A good example is to be found in a recent issue of *The Standard*, house organ of the Standard Typesetting Company of Chicago. Here is an excellent short cut for figuring the amount of stock necessary for a book or catalogue:

Multiply the number of pages in the book by the number of copies required; divide the result thus obtained by the number of pages to be run in each form, then point off three places. The result is the number of reams of paper which will be required.

Example: How much stock will be required for 10,000 copies of a book containing 216 pages, to be run in 16-page forms?

Solution: $216 \times 10,000 = 2,160,000 \div 16 = 135,000$. After pointing off three places, we find that the job will require 135 reams.

In this formula no allowance is made for spoilage. This factor must be taken care of by the addition of the percentage which experience has shown the individual printer is necessary in his own shop.

Eagle-A Baby Will Be There

PREPARATIONS are being made by the American Writing Paper Company for an exhibit at the Boston Graphic Arts Exposition which will have great educational value. The "baby" paper-making machine, the smallest device of its kind in the world, will be operated during the exhibit. A complete tub-sizing equipment in miniature will also be installed. By its means it will be possible for visitors to the Exposition to obtain a comprehensive knowledge of the method of sizing paper.

Another feature of the exhibit will be the layboy constructed on the same miniature proportions as the baby machine. This improvement will enable the demonstrators to show clearly how paper is cut and trimmed.

Historic Massachusetts



Courtesy Boston Chamber of Commerce

The North Bridge at Concord, where the first British Soldiers Fell

"ASIDE FROM THAT IT'S ALL RIGHT"

By WILL RANSOM

A Group of Specimens from Hal Marchbanks

THE Marchbanks Press, New York.—There is such a wealth of good things in the large group of samples that each one cannot be mentioned, but there are certain outstanding qualities in all of them that can be covered as generalities. We have learned to expect unusual good taste in your composition, paging, and make-up, and every item in this group confirms that expectation. Perfect presswork is assumed, and found. The one or two pieces that are not quite up to standard are counted as among those unfortunate accidents, or exceptions, that occur just often enough to keep a conscientious craftsman on his toes. Among the single sheet announcements and notices, the Aldus inscription takes first place, closely followed by the Miller & Wright announcement, but somebody should have co-ordinated the margins on this latter piece. The Crane's paper series is a joy—a perfect example of co-operation between a wise advertiser, first-rank artists, and perfect typographic interpretation. The lacquer effect on the Chinese drawing is superlative. The folder showing specimens of letterheads is food for thought and should be available to every printer who is willing to study. The organ concert program is fascinating in the happy arrangement of so much diversified ma-

"All deep things are song"—CARLYLE

PROGRAMME

MARCEL DUPRÉ

a. PRELUDE AND FUGUE IN A MINOR, Johann Sebastian Bach (1685-1750)

This Prelude and Fugue was conceived during Bach's so-called Weimar period, but was revised later at Leipzig. The prelude is somewhat in the manner of a fantasia, the fugue a fine example of the architectural genius of the master.

b. NOEL WITH VARIATIONS Louis Claude d'Aquin (1694-1772)

D'Aquin was one of the early French organists and composers for the harpsichord. Here is an ancient Christmas carol ornamented with the delicate figurations so beloved by the composers of the 18th century.

CHARLES M. COURBOIN

a. PIECE HEROIQUE César Franck (1822-1890)

One of Franck's best known works; the restless tragedy of the first theme is followed by an episode of celestial loveliness which at the close rises triumphant in magnificent chords.

b. ARIA Antonio Lotti (1667-1740)

A transcription of the famous song "Pur diceste, bocca bella" in which Lotti has created one of the eternal melodies of musical literature.

c. FANTASIE AND FUGUE IN G MINOR Johann Sebastian Bach (1685-1750)

In this magnificent work Bach transcends all the music of his time. The fantasia is a series of sonorous proclamations with harmonies hitherto unheard of. The beginning is played exclusively on mutation stops, imitating the organ of Bach. The Fugue, known as the "Great G Minor" is based upon a virile, lively theme, which in spite of elaborate contrapuntal treatment, achieves a freedom unsurpassed by any work of the time.

MARCEL DUPRÉ

a. CARILLON Emile Bourdon (1884-)

Bourdon is one of the younger French composers, and a favorite pupil of Guilmant. This charming little sketch is dedicated to Marcel Dupré.

b. PRELUDE AND FUGUE IN G MINOR Marcel Dupré

One of a set of three preludes and fugues written in 1912 and published by Leduc of Paris. The theme of the prelude appears first in the pedal accompanied by murmuring flutes. The fugue is animated, clean-cut in rhythm and with an element of quaint humor throughout. The conclusion is a combination of the themes of the prelude and the fugue, with full organ.

A difficult page of Program Printing handled unusually well
by The Marchbanks Press

WHOEVER YOU ARE

I EARNESTLY ENTREAT YOU TO
DISPATCH YOUR BUSINESS AS
SOON AS POSSIBLE AND THEN DE-
PART UNLESS YOU COME HITHER
LIKE ANOTHER HERCULES TO
LEND SOME FRIENDLY ASSIST-
ANCE FOR HERE WILL BE WORK
TO EMPLOY YOU AND AS MANY
AS ENTER THIS PLACE



Aldus Manutius had the above inscription on the door of his workshop in Venice in 1501. It is just as useful to busy men today.

THE MARCHBANKS PRESS • NEW YORK

A Page from The Marchbanks Press

terial; the difficulties are so successfully overcome that there is no indication of the effort required.

Passing over a number of items of more strictly utilitarian presentation, with the general comment that each one is appropriate to its purpose, I come to a class of work which you always handle in a manner beyond praise. That is printing on hand-made paper. So many printers fail to handle these difficult papers acceptably, and the question bulks so large in my personal interest, that I have the utmost admiration for your accomplishment. The results are all the more notable in that all the specimens before me seem to have been printed dry, perhaps the most difficult problem in printing. The few pages of the Bank of Montreal book arouse a very keen interest, though I would differ from you on the margins. May we hope to see a copy of the finished book?

Your proof enclosure is a convincing suggestion that the proof is quite all right as submitted, and it is a capacious customer who is not inclined to O. K. the proof with his eyes shut. And your check form—well, we are rather proud of the opportunity to reproduce the one you sent us. But the most interesting item in the group, to the writer, is the experimental cover for the first number of *Ars Typographica*. To one who charts his course by the beacon of Mr. Goudy's work, this glimpse behind the

A PROOF

FROM
THE MARCHBANKS PRESS



114 East 13th Street, New York
Telephone Stuyvesant 1197

Cover of a Booklet from The Marchbanks Press

scenes of the formative period of his most interesting contribution to the literature of our craft is rather more than stimulating.

In other words, we like your work, Hal Marchbanks, and hope to see more of it.

Arkin Advertisers' Service, Chicago.—The menu for the Illinois Manufacturers' Association is all that it should be, plus the exact rightness of make-up that distinguishes all your work. The folder of bank ads is particularly interesting, showing excellent treatment of difficult material, with a discriminating eye for the atmosphere of the advertiser's business. If you have any weak point in your organization, it is in presswork, which sometimes is not all it might be.

Blakely Printing Company, Chicago.—If I were a buyer of printing, I would certainly sign the postal which is attached to your brochure "if." Then I would tell your salesman that if other people insisted on the use of white ink, you could do it well for them, but I would prefer something else. You have gone beyond the standards of craftsmanship and added evidence of thought and care that produce strong attraction value. I will be interested in seeing the rest of the series.

Queen City Printing Company, Charlotte, N. C.—Apparently your major interest is in furniture, and the folders indicate a very successful specialization in that line. It is regrettable that furniture cuts vary so much in size and color value, but your arrangements are admirable and the presswork is quite beyond cavil. The co-operation of excellent photographers and engravers is clearly indicated.

One of the most interesting publications that has reached this desk is a recent number of *Process Work and the Printer*, from London, which seems to be connected with Penrose's Annual, that present-day classic of English reproduction methods. The presentation is excellent and the text both informative and readable. The outstanding feature of this number is vision, for the bulk of the text is devoted to "The Future" of various phases of the graphic arts.

Steen Hinrichsen, of Chicago, a man with a vision who is striving to express it through the medium of printing, and, incidentally, my most esteemed rival in the special publishing field, has published another book, *A Cookshire Lad*, by Anne Higginson Spicer. He is still feeling his way among the numberless problems which confront every printer, but every publication shows a marked improvement over previous productions. He is working under a severe handicap, too, for his equipment is limited in both quantity and quality, but he makes it do better work than could reasonably be expected from it. One of these days he will have a real press and the artist in him will find full and free expression. As one publisher to another, his selection of literary matter is always good, and wise collectors are already making up complete files of his books.

The Outing Shop, Grand Junction, Colorado.—Two good blotters and an excellent envelope enclosure—but I do wish you would not use so much of that square-dot background. It is not so bad on the "Radiogram" blotter, for the type is heavy enough to hold its own, and you have reduced the color value of the tint on the other one, but try something else for a change.

The Fort Dearborn Paper Company, Chicago, sends in two broadsides on its Rag Folder Enamel, both of which show the paper in use to good advantage. And the price seems to be very attractive.

(Note to Ballou, not for publication.) Why not start a symposium on the use of extremely large broadsides? Or even middle-sized ones. A group of printers, advertising agency men, and advertisers ought to make an interesting argument. I am agin 'em, me.

(Note from Ballou, for publication.) I'm agin 'em, too. So let's say so, W. R., and see if we can't start something. With both of us hopping 'em like this, some champion of 'em ought to come through with a stinging rebuke. And then again, someone might agree with us. Whose knows? "Nobody's nose," says the gnat, "hit's hall hup in the hair." Anyway, I'm for starting something, me. (Note to compositor): Set 'em both and I'll take the gaff from W. R.—R. O. B.

2494	THE MARCHBANKS PRESS	June 21st 1922
NUMBER	114 EAST 13TH STREET NEW YORK	DATE
PAY to the Order of Ben Franklin Publishing Company		
Two Dollars and 75¢		
To the ATLANTIC NATIONAL BANK 257 Broadway		
Emily E. Conner Secretary		

Check Form used by The Marchbanks Press



A GENESI DEL CARATTERE UMANISTICO.

Nella lunga dimestichezza con i più bei codici del Rinascimento, che ancor ridono e splendono nelle pagine alluminate coi più vivaci colori, m'ero formato il convincimento che chi volesse tentare la cosiddetta "rinascita del libro" avrebbe dovuto prendere a modello, non già le prime edizioni "in forma", quando la stampa era ancora nei suoi "incunabuli", ma i manoscritti che, dopo l'introduzione della nuova arte in Italia, ebbero una maggior ricchezza e magnificenza, quasi per sopraffare l'invenzione venutaci d'oltremonte. È noto, per l'attestazione di Vespasiano da Bisticci, che Federigo Duca d'Urbino si sarebbe vergognato di accogliere nella sua libreria, nelle scansie intarsiate, forse da maestro Jacomo fiorentino, i libri in forma, reputati cosa volgare da lasciarsi ai cantambanchi delle fiere, o ai fanciulli che dovevano sopr'essi imparare la crocesanta e l'alfabeto. Certo è che dal 1465 alla fine del secolo XV e ai primi del secolo seguente noi vediamo che la miniatura e la decorazione del libro raggiungono la massima perfezione per l'eccellenza degli artisti che vi accudivano e per la ferma eleganza della scrittura dovuta a calligrafi di professione, la cui mano esercitata non pativa incertezze e sapeva, sol con la bene equilibrata disposizione delle lettere e dei caratteri, dare aspetto e pregio d'arte anche alle pagine nude di ogni altro ornamento.

7

No attempt is made to show the beautiful margins in this reproduction of a page from "Il Carattere Umanistico." This is merely a showing of the face. In the original the initial is in red.

James F. Newcomb & Company, New York.—Here is a folder containing a series of mailing cards with return cards to be torn off, prepared for Van Kannel Revolving Doors. Any one of them, as a single item, seems to be an excellent medium for producing inquiries, and the various lines of prospects seem to be well covered, but how and why should the group be sent out in this form, fastened together?

The Trade Compositor, Chicago.—The August number has arrived, with its usual attractive appearance and interesting text, but literary criticism is outside my province and I have mentioned all your faults already, none of which have been changed, so there is nothing more to say. Oh, yes, here is a space that worked up on page twelve, right by the editor's name, too—well, it is some satisfaction to find one feather ruffled, even if all the rest are smooth.

An item of marked interest to all printers came to me the other day, not as a specimen submitted to BEN FRANKLIN MONTHLY, but in my professional capacity. The Butler Paper Corporation has issued a specimen book of a new and complete line of announcements which is a distinct addition to the list of materials available for those jobs which require unusual presentation. The sizes and shapes are both practical and attractive, and some of the colors are remarkably fine. It is further interesting to note the

attitude of the Butler Company in their willingness to co-operate with artists and advertising agencies by furnishing them this sample book. This attitude is all the more notable because it is a distinct departure from previous practice among paper houses. The custom has been to confine samples and solicitation to printers, basing the value of the account of the amount of sales, all of which is good business. However, there are many artists, advertising agencies, and direct advertisers who have occasion to specify a great deal of paper stock, while their own purchases are negligible. I believe that this broader viewpoint on co-operation will bring additional business to the paper houses wise enough to adopt the practice. In fairness, it should be added that the Paper Mills Company has always been very gracious in this matter, at least as far as my experience goes.

Ben Pittsford, Chicago, has issued another of his series of folders showing and describing various faces of type. This one presents Cloister in both Roman and Italic, with appropriate decorations printed in a delightful gray tint. The color harmony of this folder is the best of the series. The practice of using informative text rather than ballyhoo generalities is a distinct improvement apparent in modern advertising, and is particularly appropriate in such items as this.

Marion S. Burnett, Chicago, has done another impossible stunt. A sixteen-page and cover quarto brochure about "Newsprint Paper" had to be turned out in a hurry. The actual production time would have been unbelievably short for a straight one-color linotype job, but this is printed in three colors, with decorative bands and lettered headings, without the slightest indication of haste nor any departure from superlative craftsmanship.



Newsprint

THE TOTAL newsprint production in the United States is less than 70 per cent of the amount required for domestic consumption, and of the hundreds of thousands of tons imported to supply the deficiency, about 95 per cent is imported from Canada.

Wages for labor in Canadian newsprint mills are the same as those in the United States. The cost of coal, sulphur, and limestone is in most instances greater than the cost of the same materials in the United States. Only because of his spruce forests and the abundant water power of the rivers flowing through the forests, has the Canadian manufacturer any advantage in cost over the American manufacturer. The American manufacturer has substantially reached the limit of his production. And the limit of American production is considerably under the reasonable demands for American consumption.

Under these circumstances, every consideration of sound economic policy demands free entry into the country of foreign manufactured paper, sufficient to take care of the needs of American newspapers, and both the Ways and Means Committee of the House, and the Finance Committee of the Senate, have placed newsprint on the free list.

A "hurry up" job from Marion S. Burnett. But it doesn't look hurried, does it?

FINE PRINTING

THE CARNEGIE INSTITUTE OF TECHNOLOGY announces that a Course in Fine Printing, conducted by Porter Garnett, Associate Professor of Graphic Art, has been added to the curriculum of the School of Printing in the College of Industries. Instruction will begin with the opening of the next semester, September 17, 1922.

DESCRIPTION

AN advanced course in those elements of taste, tradition, and technique, which constitute the branch of typography and book-production known as fine printing. Designed to give the student special knowledge, which will enable him, as craftsman or employing printer, to enter and to maintain the highest standards in the field occupied by master-printers. Theory, Laboratory Work, and Shop Practice. Instruction, with special reference to fine printing, in History, Materials, Letter-drawing, and Type-design, Layout, and Technique. Prerequisites: Instruction in the elementary technical branches. Open to Special students with practical experience.

SYLLABUS

§1 THEORY

FIRST PRINCIPLES: Fine printing defined—Distinguishing characteristics—The artist-printer—His ideals and standards—The desire of perfection—The artistic conscience—Production for the sake of production—Production for the sake of the thing produced—Contemporary craftsmen—The present high standard of commercial printing—What commercial printers have learned from fine printers—Where the credit for raising the standard of craftsmanship lies—The distinction less apparent than formerly—Artist and artificer—The proper and improper use of models—Enlightened selection—Discrimination and choice—Imitiveness—Originality—Creativeness—The need of fine printing—A tradition of tightness—Opportunities, allurements, and rewards of the profession—The private press—The consulting typographer—Qualifications—Designing and supervision—Ability to design not essential—The reputation and standing of a press—How established and how maintained—The fine-printing departments—Why it should be segregated—Selecting operatives for fine printing—Their qualifications.

1

First page of an announcement from the Carnegie Institute. In the original the initials are in blue and red.

An announcement of a course in fine printing comes from the Carnegie Institute of Technology, Pittsburgh. It is so much finer than the usual trade school circular that curiosity is aroused until the name of Porter Garnett is discovered in the colophon, and the scholarly and artistic qualities are explained. The presswork is exceptionally fine.

Commercial News, Sioux Falls, S. D.—The mailing folder done for you by the Sessions Printing Company is a very good piece of newspaper publicity. The editorial value of the text is notably high, and it is presented in a harmonious typographical dress.

Royal Electrotype Company, Philadelphia.—The next time you send us as good a piece of work as the folder about Mr. Frank Galvin, please tell us who the printer is, or this item is astonishingly good.

It was a great many years ago that William Dana Orcutt designed the Humanistic type. When it first appeared, the natural expectation was that it would be used in the production of some marvelous volumes, but if that ever happened I missed hearing of it. Such a remarkable piece of work in type designing and cutting should have taken a dominant place among the efforts to inject art into fine book production, for the designer went back to the first principles that governed the earliest printers, the artistic quality of whose work has never

been excelled. Mr. Orcutt took for his model, as Gutenberg, Jenson, and those other pioneers did, one of the manuscript hands, in this case a letter that was used by one Antonio Sinibaldi, Florentine, in the fifteenth century. The immediate source of the design was Sinibaldi's manuscript copy of Virgil's Aeneid, in the Medici Library.

Now the type comes into its own in the hands of printers who appreciate it and know how to use it, Bertieri & Vanzetti, of Milan. Under the editorial direction of Guido Biagi, of the Medici Library, they are using the type for some very fine limited editions, every one of which promises to be a "museum piece." The descriptive circular alone, with a brief history of the letter and some specimen pages of possible uses, is a brochure of bookish quality wherein art and craftsmanship are blended into a perfect whole. We reproduce the first page of the history and a page of the "Vita Nova," showing its use for both prose and poetry. It should be borne in mind that the original pages are about 10x14, on a heavy cream paper of vellum-like texture that is quite indescribably beautiful.

Collectors of fine books are advised to make themselves known to the publishers, Bertieri & Vanzetti, Milan (18), Via A. Tadino 51, Italy, for there is no question that they will produce some magnificent volumes, and the cost, so far as indicated, is very reasonable.



ALLATA, i' voi che tu ritrovi Amore,
e con lui vade a madonna davante,
si che la scusa mia, la qual tu cante,
ragioni poi con lei lo mio signore.

Tu vai, ballata, sì cortesemente,
che senza compagnia
dovresti avere in tutte parti ardire;
ma se tu vuoi andar sicuramente,
ritrova l'Amor pria,
chè forse non è bon senza lui gire;
però che quella che ti dee audire,
sì com'io credo, è ver di me adirata:
se tu di lui non fossi accompagnata,
leggeramente ti faria disnore.

Con dolze sono, quando se' con lui,
comincia este parole,
appresso che averai chesta pietate:
"Madonna, quelli che mi manda a vui,
quando vi piaccia, vole,
sed elli ha scusa, che la m'intendiate.
Amore è qui, che per vostra bieltate
lo face, come vol, vista cangiare:
dunque perchè li fece altra guardare
pensatel voi, da che non mutò'l core."

("Vita Nova" · XII · 10-12)

Another page from "The Book of the Humanistic Type" without the margins. On this page the initial is in red.

A FEW BOOKS FOR PRINTERS

Discussed by EDWARD KERN

"Some Account of the Oxford University Press"

THE Oxford University Press, not to be outdone by its famous contemporary, the Cambridge University Press, which published last year a history of its life, has followed with a similar volume issued recently, covering the Press's activities from the printing of its first book in 1478 to the present time.

To most readers, probably, this record of the Oxford Press will prove more interesting in content than that of the Cambridge University, owing to the fact that more space is given to descriptions of its recent work, while its history is covered briefly in the "Historical Sketch" at the beginning. This arrangement permits space for considerable detail in the accounts of "The Press Today," "The Press Abroad" and "Oxford Books," which, with numerous excellent illustrations, compose the remainder of the book.

Under the section "The Press Today" appears the interesting facts that the Oxford Press manufactures its own inks and paper, the latter in the picturesque Wolvercote Paper Mill on a branch of the Thames. Here, where the old water wheel which originally furnished power for the plant still does its bit along with the new electrical machinery, is produced the famous Oxford India Paper, used in the printing of its Bibles, and the fine rag papers that furnish durable printing surfaces for its dictionaries.

This section of the account contains also illustrations of the more rare of its 550 different fonts of type, in some 150 different characters, including Sanskrit, Greek, Roman, Hebrew, Arabic, Syriac, Ethiopic, Amharic, Coptic, Armenian, Chinese, Thibetan, Burmese, Sinhalese, Tamil, Gothic, Cyrillic, and the famous Fell types, identical with those from which were printed the first folio Shakespeare.

"The Press Abroad" contains the accounts of the founding and growth of the twelve branches of the Oxford University Press in London, New York, Bombay, Edinburgh, Toronto, Calcutta, Glasgow, Melbourne, Madras, Copenhagen, Cape Town and Shanghai.

The last pages, on "Oxford Books," comment upon the factors connected with the immense and varied output of its presses. Among the sketches descriptive of some of the larger publications that of the Oxford English

Dictionary commands especial admiration for the scholarly, workmanlike manner of its production. Begun in 1857, more than half a century's continuous work already has gone into its making, and the last volume, the tenth, is still in the hands of its editors. One employe of the press, a compositor, has a record of thirty-eight consecutive years' work on this dictionary. The total number of pages will exceed 15,000, and the dictionary already contains about one and three-quarter million printed quotations, selected by reading from a greatly larger number of authors.

The reason for the colossal amount of time and work demanded by the dictionary becomes apparent in the statement of its scope, which appears in the preface to volume I of the work: "The aim . . . is to furnish an adequate account of the meaning, origin and history of English words now in general use, or known to have been in use at any time during the last seven hundred years. It endeavors to show, with regard to each individual word, when, how, in what shape, and with what signification it became English; what development of form and meaning it has since received; which of its uses have, in the course of time, become obsolete, and which still survive, what new uses have since arisen, by what processes and when."

The history itself is printed beautifully on white uncoated book paper, bound in dark blue cloth, and contains a frontispiece in photogravure, an excellent reproduction of the initial letter and first lines of the great charter granted to the university by Charles I in 1636. The large initial C contains a portrait of the king in his robes, an amazingly perfect bit of detail drawing.

The Story of an Industry

AS A human interest story, Mr. Thomas D. Murphy's "The Art Calendar Industry" can hold its own with any fiction. As the true account of the founding and growth of one of the largest corporations of its kind, the story is a worthy contribution to the small library of American business history.

The author was one of the two highly impecunious young men who took over the failing Red Oak, Iowa, "Independent" in the late '80's, and began a short time later to make, print and sell art calendars for advertising in order to keep the wolf from the editorial desk. These first calendars were printed entirely from halftones, a very new process at that time, on a decrepit newspaper press for which a kerosene engine furnished the motive power.

One of the best bits of human interest in the story is connected with the printing of these calendars by a tramp printer who had wandered into the little shop to earn the price of a meal. Of "Old Jim's" help in their time of need Mr. Murphy tells delightfully: "'Old Jim' had worked in city shops and declared he could print 'them things' on our newspaper press. 'I'll show you,' he said, and removing the 'fly' from the press he seated himself on the delivery table and picked off the sheets by hand as the cylinder came around. I can see him yet with the light gleaming on his bald head and the smoke rising from his corn-cob pipe as he dexterously grabbed the cards from the slowly moving cylinder. When the work was done he left us with short notice and without cere-



The Quadrangle, Oxford University Press

mony, no amount of coaxing to stay having the slightest effect."

Another incident in the early struggles of the calendar promoters is too interesting to pass up. They were in need of new equipment, and had already borrowed up to the limit from relatives and the local bank, so they decided to try to buy on credit. "We went together to Chicago and visited several machinery houses, but found A. M. Barnhart of Barnhart Brothers & Spindler, who had himself been an Iowa printer, the most liberally inclined. This fine old gentleman heard our story and studied quite a while when we stated that we wanted to pay down the least possible amount he would accept. Our bill was over \$3,000 and he asked if \$250 cash and a year's time on the balance would do. We hastened to sign up, for fear he would change his mind."

Mr. Murphy never moved his plant from the little town of Red Oak, Iowa, which saw its beginnings, though the business has achieved an output estimated two years ago at fifty million dollars. The way he has managed to do this is noteworthy. A labor shortage in a town of that size was inevitable. Particularly they were handicapped in the matter of women workers, but instead of establishing branch factories in neighboring towns or moving the entire works to a larger city, the company leased a local hotel, refurnished it as a boarding home for their girl employes, placed a matron in charge, and offered them board and room at cost or a little less, an arrangement so advantageous to the workers that girls from many nearby towns came in to work for the company.

The little book itself was put out by the press of the Thomas D. Murphy Company in Red Oak. It is bound attractively and well printed on Strathmore book paper.

The Graphic Arts

THIS is the title given the book containing Joseph Pennell's Art Institute lectures in the Scammon Lecture Series. A discussion of some phases of the book appears elsewhere in this issue. It is printed with unusual care on very good uncoated book paper, and contains one hundred and fifty excellent illustrations covering the best of the old and the modern in art. Printed at the University of Chicago Press. Royal Octavo, xx + 280 pages, \$5.00; postpaid, \$5.20.

A special de luxe edition of the same book sells for \$40.00, postage extra. It is a numbered edition of 147 copies, printed on Japanese vellum and bound in genuine white parchment with buckram back, gilt top and untrimmed edges. Each copy is signed by Mr. Pennell. The book contains a lithographed frontispiece of Whistler's "Little Nude Model Reading," a color block print, "The Landmark," by Gustave Baumann, and an etching done especially for this edition by Mr. Pennell, and not available elsewhere. One hundred and fifty-eight other illustrations are included. The University of Chicago Press has but a few remaining copies of this edition, so that early ordering is advisable. Both editions may be ordered through BEN FRANKLIN MONTHLY.

Correction

THE address of the publishers of "What a Compositor Should Know," by W. H. Slater, reviewed in a recent issue, was given in error as 132 Church Road, London. The correct address is 132 Church Road, Canonbury, London, N. 1. The book may also be obtained at the offices of "The British Printer," Thanet House, 231-232 Strand, W. C. 2, London.

A Well-Designed Small Volume

A SMALL paper-covered volume of poems, entitled "A Cookshire Lad," by Anne Higginson Spicer, arrived the other day from the print shop of Steen Hinrichsen, Chicago. A unique cover design, from a woodcut by Mr. Hinrichsen and a distinctive title page unusually pleasing as to type and arrangement contribute to an attractive exterior. The arrangement of the verses on the pages also is artistically accomplished.

The printing was done on a Multicolor press, and remarkably well done in view of that fact. The neatness of the job would be a real surprise, I have no doubt, to the majority of printers who may never have considered the Multicolor press seriously as a piece of book printing machinery. A bit of offset in one or two places, a few letters faintly blurred—hardly more than the defects one has become used to in the work of most modern, well-equipped presses, mar the printing.

Although in this volume it seemed to me that the contribution of the artist was greater than that of the printer, I should be interested in seeing some work done by the printer on a more suitable press.

The Champion Lines

A WORK of really large significance has been issued by the Champion Coated Paper Company in their new book of Graphic Arts called "The Champion Lines." The volume is a large sample book of Champion papers on which reproductions by means of halftone plates, stone and offset lithography are used to show effects under different conditions.

Throughout the book the same illustrations have been used over and over again that an adequate medium of comparison may be furnished. One important feature is that in several instances the wrong process of reproduction is used to show what bad results can be reproduced without proper selection of stock.

Used consistently by a printer, as a guide both for himself and for his customer in selecting proper stock, the book should be of great value.

It is being distributed to printers who use book paper by Champion paper jobbers.

Other Books Received

"DER Lithographische Maschinendruck," by Karl Golmert, from the press of F. A. Brockhaus, Leipzig. This is a 100-page handbook for lithographers, especially beginning lithographers, in which are presented the principles of lithography, and their practical application. Details of the various processes of preparation and printing, even to care of the machinery, are outlined clearly and completely, while the uses of the newer discoveries and improvements are given special attention.

The first two parts of the book are devoted to work on the stone and zinc presses. The third section takes up the offset process of printing, about which, until very recently, nothing has been written in the German language. A short supplement of advertising follows the text.

The book is printed on "Featherweight" paper, and bound in paper covered boards. Published by Rudolph Becker, Leipzig, at 54 marks. In an art binding, 60 marks.

"THE Little Corner Never Conquered," by John Van Schaick, Jr., the story of the American Red Cross work for Belgium. Former Lieutenant Colonel Van Schaick was a participant in the relief activities in Belgium. Published by The Macmillan Company, New York. Price, \$2.00.

Ben Franklin Monthly

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*I have never had a policy. I have
simply tried to do what seemed best
each day, as each day came.*

—Abraham Lincoln.

Ben Invites You

OVER the doorways, or in the windows of a chain of Chicago cafeterias is the silly sign, "Miss Dutton Invites You." It is silly because Miss Dutton seems a mythical person to those who eat there. She is not at the door to greet her guests as proper hostesses are. She does not step about to see that her guests are comfortably seated, nor does she fill empty plates with second helpings. And worst of all, her guests, upon leaving, must pay for what they have eaten. Still, "Miss Dutton Invites You."

Perhaps BEN FRANKLIN MONTHLY, familiarly called Ben by those who would give the magazine a definite personality, is even less a tangible person than Miss Dutton. But he can be perhaps a better host. He will be "at home" in Mechanics Building, Boston, from 28 to 2, August-September. And he invites you to come and see him. His representative will find a chair for you, and will offer you another cigarette or cigar when yours is smoked. And there will be no bill to pay as you go out.

Learning Labor's Lesson and Lying About It

ONE of the unfortunate outgrowths of the unceasing struggle between employers and employes has been a gross misrepresentation on the part of that body which should be representative of truth and candid speech. That is the lie of the "open shop." Regardless of the merits of the question open versus closed shop, the term, as it is used today, is a lie and as such should be branded forever and stricken from our industrial records until such time as it could be used again in its true meaning—to designate a shop in which any man may find work regardless of his affiliation or lack of affiliation with labor unions.

One of the time-honored complaints against labor unions has been the insistence of those bodies that shops should be closed. It is a well-founded complaint. The principle that men who are willing to work should be privileged to work is of the very essence of democracy. But in combatting this seeming evil, employers who have gone over to the "open shop" ranks of today have simply

learned and applied the lesson in warfare which labor has taught them. They are operating not open shops but closed shops, closed in this instance, of course, to union men.

Their right to do this is as clear and as plain as is the right of a union man or group of union men to refuse work in a shop where nonunion men are employed. But in this instance it seems that the union men are more honest about it than are "open shop" employers.

Whether their shops are called "open shops" or "non-union" shops may seem a little thing. But it is a large thing as is any vital misrepresentation. Even today when the open shop cry has gone over the land and public interest in industrial questions is more keenly aroused than ever before it is not at all difficult to locate intelligent human beings of the great middle, consuming class who believe that "open shop" means just what it says and that the men who are operating shops under this name are refusing work to no man because of organization affiliations or lack of them. Such misrepresentation is unfair to persons who so believe.

Strange as it may seem to labor leaders and closed or nonunion shops employers, there are isolated instances in this land of true open shops, where, due to unusually good management and unusually fine relations between employers and employed, union men work side by side with nonunion men. Strikes, surging over the land, frequently pass such shops by, causing barely a ripple in the peacefully working atmosphere which pervades them.

The "open shop" misrepresentation is unfair to such employers as these who will soon have no term left with which to designate their plan of industrial relations which for them may have solved the problem.

This great middle consuming class, mentioned above, is becoming impatient of misrepresentation. The "open shop" lie may be a little lie but it has no healthy or good place in industry. Where is the ancient courage of our convictions which would make us unafraid to call a non-union shop by its proper name?

Advertising in the U. T. A. Bulletin

THE definite announcement by the U. T. A. that paid advertising will be carried in the pages of the *Typothetae Bulletin* and that the *Bulletin* will be changed from a monthly publication to a weekly, is the culmination of a discussion which has lasted for fully a year. The discussion has hinged on the advisability of making a subsidized organization publication an advertising medium. The most radical of those who have advised the organization against the plan have gone the whole range in arguments, from the belief that such a policy would be vigorously opposed by the industry's trade press, which has always contributed largely of space and influence to the furthering of U. T. A. interests, to the belief that advertisers would regard any offer of advertising space in the *Bulletin* as a mild form of blackmail.

There is basis for both of these feelings, but both arguments should be removed by the proper conduct of the U. T. A. in offering its advertising space for sale and in making the *Bulletin* a good advertising medium.

It is natural that some resentment should be felt by the owners of trade papers in the same field at the thought that advertising appropriations will be diminished by whatever amount of advertising the *Bulletin* carries. This publication stands in what seems to some to be a preferred position, since it has a 100 per cent circulation among Typothetae members and is the voice of officers whose influence over the organization's members is great.

But in the last analysis the value of an advertising medium does not lie in mere circulation numbers. A maga-

zine is valuable to its advertisers only as it is valuable to its readers. No magazine which is not subsidized can live as an advertising medium once it has lost the interest of its subscribers. The names of ten subscribers who read carefully every issue of a magazine form a better circulation list than the names of 5,000 who throw it aside without interest.

But even though the *Bulletin* itself be made a valuable printing trade journal, there is still a drawback to its becoming valuable to advertisers. A free circulation list is psychologically bad, just as free scholarships, which are not based upon achievement by those who hold them, make for notoriously undesirable students. That which costs us nothing gains but little consideration from us. That which we pay for secures greater attention. Parting with a subscription check is the only way a subscriber can show that he is interested in the magazine he is receiving and does not want to miss a single copy of it. The subscriber who reacts via the signed check is the subscriber who is valuable to the advertiser.

BEN FRANKLIN MONTHLY is for the U. T. A. and is for every laudable activity which it undertakes, which means that it is for the U. T. A. *Bulletin*. But it is for a bigger *Bulletin* and a better *Bulletin* than has ever yet been issued by that organization—for a *Bulletin* which would draw a subscription check from every member. If that bigger and better *Bulletin* evolves from the present plan, and if the U. T. A. can go to advertisers with a clear-cut proposition offering proved advertising value (proved by some such evidence as subscription payments—not by a subsidized circulation), then BEN FRANKLIN MONTHLY will be for the plan of admitting paid advertising to its pages and will welcome it as a worthy competitor. Until that time a shadow of undesirability is bound to hang over its advertising pages.

Go to the Paper Man, Thou Printer!

CONSIDER his way and be wise. He will scrap with you over the long price list and may insist that you pay your bills sooner than it is convenient for you to pay them. Sometimes he is slow about deliveries and all that sort of thing. But when it comes to advertising he is the one to make it quite modern and understandable—quite the devil's hips.

Take him as a composite being covering the whole of these United States. If one word were used to express the underlying thought in his advertising it is that "poor, overworked word, service." Only in this case it means something.

Do you remember way back when the United Typothetae launched its "Three Year Plan"? (Incidentally, some of the paper people seem to think that you have forgotten.) Who were the chief supporters of it? Correct. And why were they the chief supporters of it? Correct again. Because they realized that making better printers would make better business for the paper men. Number one.

Do you know what the American Writing Paper Company is spending now to help printers plan direct advertising campaigns? Neither do we, but the amount is enormous. In this issue of BEN FRANKLIN MONTHLY are mentions of The Champion Coated Paper Company's book of Graphic Arts, made to help the printer; of the Hampshire Paper Company's advertising campaign, designed to help the printer, and of the Standard's Scrapbook of Blotter Advertising, compiled to help the printer.

A series of return postcards clipped from *Direct Advertising* and sent home recently yielded booklets and folders—not mere advertisements of paper but helps for

the printer from the Millers Falls Paper Co., of Millers Falls, Mass.; Crocker-McElwain Company, Holyoke, Mass.; Eastern Manufacturing Co., New York City; Dill and Collins Co., Philadelphia; Chemical Paper Mfg. Co., of Holyoke, Mass.; Strathmore Paper Co., Mittineague, Mass., and Advertisers' Paper Co., New York City.

These advertising pieces were all designed to show the printer how to use certain forms of printing on specified paper stocks. Some are great projects, like the Champion Coated Paper Company's book. Some are little more than folders. But all have the same underlying idea.

It is an idea which is still foreign to many printers' minds. Get it?

Good News From Mr. Pennell

THE news that Joseph Pennell is about to establish a versatile school of graphic arts is good news. The need for such a school in this country, where high ideals in art may be combined with technical knowledge of reproductive processes has long been felt. But by no one has it been more keenly felt than by Mr. Pennell. At many times his realization of the need has impelled him to direct bitter speech at American art teachers and American printers.

Now we are to have a school in which etching, lithography, and letter-press printing are to be brought together in a unit, a school in which artists will be taught the ultimate reproductive processes of their art. It is a definite step toward combining American art with American craftsmanship. It is a unique undertaking which will be watched with the keenest interest by those who have at heart the future of American graphic arts.

Do Not Camouflage Donations

IF YOU must donate to a worthy cause by reducing the price of a printed job, there is no reason under the sun why you shouldn't do it, but good advice as to the form of bill you render for such a job is offered by John C. Hill, secretary of the Typothetae of Baltimore.

Mr. Hill suggests that bill be rendered for the full amount with a deduction for the amount donated, thus:

Amount of Invoice.....	\$15.00
Donation (say).....	5.00

Net amount due.....\$10.00

The advantages of this procedure are obvious. You do not do a competitor an injustice if he quoted a straight price without a donation; the customer is made to feel that you are making a donation; and you can charge the amount of the donation on your books and get credit for it on your income tax return. This shows the true value of the transaction, and the job will not receive a false value that may be used against a customer, or against you a year hence.

Printing ink has done more harm and more good than anything else in the world. It pays to think before you ink.—*Ad-Points*.

When I hear of a depression I always picture a smoothed out spot where somebody has been lying down.
—*Service—Rockford (Ill.) Printing Co.*

Every fighter has to take a lot of punishment before he reaches the championship class, says *The Morse Dry Dock Dial*.

UNITED STATES AT LARGE

St. Paul Spreads Education Propaganda

A worthy movement has been started by the St. Paul Typothetae in a letter signed by C. H. Langdon of that organization and addressed to all local Typothetae presidents, telling them what the St. Paul local has done in educating apprentices and urging other locals to adopt this plan. The letter follows:

"To the Presidents of All Local Typothetae Organizations:

"The St. Paul Typothetae is comprised of 48 active memberships. These members employ approximately 900 male and female mechanics.

"Prior to June 1, 1921, approximately 75 per cent of the product of our membership was produced in union shops. Since June 1, 1921, the production of these same plants is under open shop or non-union shop conditions to the extent of over 90 per cent.

"Shortly after the walk-out on June 1, 1921, of compositors, pressmen and binderymen (numbering approximately 500 employees), our organization instituted an apprenticeship school for the training of young men in typography.

"Our accomplishments in this apprenticeship school, known as the 'St. Paul Typographic College,' during the past year have been as follows:

"Twenty-six boys have graduated from the school and are employed in the plants of their employers, working to their employer's advantage on the knowledge gained at the school. Fifteen of these boys are at the case; two of these are operating Linotype machines; four of these are operating Monotype keyboards; two of them are operating Monotype casters; two of them are stonehands, and one of them has developed into a salesman.

"We have had an average attendance of approximately 25 students in day classes at all times. For a few months, and up until the first of this month, we also conducted a night class (two sessions weekly of two hours' duration each) for advanced students or two-thirds working full time

in employers' plants, and we will continue with these night classes about October 1.

"We have reasons to believe that the young men who have graduated from the school are actually producing at a profit for their respective employers, and will continue in the industry, for the reason that we have taken special pains to ascertain that they are earning more money than they were previously able to earn at some other trade.

"I am taking the liberty of addressing this circular letter to you in the belief that if some similar plan were followed in all communities in this country, it would go a long way toward the general improvement of labor conditions in our industry and also be of direct benefit to the individual employers supporting such movement.

"If you should be at all interested in our plan, and I can give you any detailed information which will be of assistance in any way whatsoever, please do not hesitate to call upon me.

"C. H. LANGDON, Ex. Secy.,
"St. Paul Typothetae."

Charles Francis, of New York, nearing the end of his trip around the world, sailed from England for Argentina, July 14. From there he will visit Brazil and then sail for home, arriving in New York early in September.

A new school of graphic arts has been established in the Art Students' League by Joseph Pennell. This is the culmination of many years of desire on the part of Mr. Pennell, who has said repeatedly that there are no technical schools of the graphic arts in this country. Mr. Pennell's school is an unique undertaking. It will be equipped with a full complement of machinery for designing, etching, lithographing and printing. The classes will be conducted by Mr. Pennell.

A complete line of lithol reds made with the latest developments in American dyes has been placed on the market by the Lithopone, Dry Color and Pigment Division of the du Pont Company.

It is stated that they surpass the pre-war products, which were made with imported dyes, in finish, brilliancy and tinting properties. They are carefully formulated, and graded in strength to meet the various needs of the printing ink manufacturer. They displace all previous offerings.

The International Typographical Union of North America has announced that there will be an exhibit of printing equipment at the sixty-seventh annual convention to be held at Young's Pier, Atlantic City, September 8 to 15.

Invitations have been sent out to exhibitors at the Graphic Arts Exposition at Boston to move their exhibits from the Boston show to Atlantic City. The Atlantic City show will be called the "First Annual Allied Printing Trades Exposition."

The trend of printing sales and paper purchases in the United States during April showed a decided downward tendency from the high point reached in March, as indicated in the Graphic Chart just issued by the American Writing Paper Co.

The chart gives the curves not only of the printing sales and paper purchases since January of 1918, when conditions in the printing industry were more nearly normal than in the years immediately preceding or following, but also indicates the approximate tonnage of paper purchases and the percentage of productive hours of printing establishments, month by month, for the same period.

Direct-Mail Convention Plans in the Making

First call for the Direct-Mail Advertising Association convention to be held in Cincinnati, October 25, 26 and 27, was issued last week by A. C. Saunders, of the convention publicity committee.

The executive committee in charge of the convention is composed of the following: Gordon Small, president, Gordon Small Advertising service, chairman; Thomas Quinlan, convention and publishing manager, Cincinnati Chamber of Commerce, managing director; William Biddle, advertising manager, American Laundry Machinery Co.; R. W. Bohnett, president, Bohnett & Co., printers; E. W. Erick, advertising manager, The Mabley & Carew Co.; H. S. Greene, sales and advertising manager, Diem & Wing Paper Co., and D. C. Keller, president, The Dow Drug Company.

Advices from New York state that the price of newsprint paper has been advanced for the months of July and August from \$3.50 to \$3.75 a hundred. This announcement has been made by the International Paper Company and the Canadian Export Paper Company has followed suit. No figures are given on what the upward tendency will mean in the price of paper after August 31.

Harry D. Robbins, chairman of the national vigilance committee of the Associated Advertising Clubs of the World, has sent out the following bulletin:

Effective July 1, William P. Green has been appointed director of the national vigilance committee, to succeed H. J. Kenner, who resigns to become the managing director of the new Better Business Bureau of New York.

Mr. Green is at present field secretary of the national vigilance committee, with which he has been associated for several years.

Kenneth Barnard has been appointed associate director of the national vigilance committee, effective August 7.

Mr. Barnard resigns as secretary of the better business commission of Toledo to accept this position.

Martin Heir, formerly secretary of the Grand Rapids Typothetae, has returned to the United States after an absence of several months in Europe.

Officers for the current year have been elected by the Union Printers' Mutual Aid Society, of San Francisco, Calif. They are: M. J. McDonnell, president; A. R. Chenoweth, Oakland, vice-president; C. L. Stright, second vice-president; Albert Springer, secretary-treasurer; J. D. Laing, marshal; Louis Nordhausen, guardian.

The proposal of the International Typographical Union, which was made at the Quebec convention last year, that the five printing trades unions be amalgamated to form one union, has been rejected by the executive committee of the International Stereotypers and Electrotypers Union.

William H. Levings, who has been publicity director of the San Francisco Chamber of Commerce, has joined the Knight-Counihan Printing Company, San Francisco.

John J. Deviny, former superintendent of work, bureau of engraving and printing, of Washington, D. C., was re-elected president of the Washington Club of Printing House Craftsmen at their annual meeting. Mr. Deviny was also indorsed for president of the International Association of Printing House Craftsmen.

Lilliom



A full-blooded Hungarian Police Hound. He will "B in Boston" in the hope that he will get a taste of that famous dish called Boston Bull.

East Favors U. T. A. Labor Divisions

The question of the future labor policy of the U. T. A., which will undoubtedly furnish the material for an important debate at the Cleveland convention in October, is being waged now throughout the various locals. During the past month the New York Employing Printers' Association expressed its approval of the present plan, including the labor divisions in the following resolution:

"WHEREAS: The New York Employing Printers' Association, Inc., believes that the U. T. A. should be so organized as to provide for all problems pertaining to the well-being of the printers; and

"WHEREAS: The Joint Advisory Committee of Industrial Relations of the New York Employing Printers Association, Inc., having been authorized and instructed by the executive committee of the open and closed shop branches of this association declares as follows:

"RESOLVED: That the New York Employing Printers Association, believing that the present labor policy of the U. T. A. is based upon sound principles, strongly urges the continuance of the present plan of labor policy and will use its best efforts at the annual convention in Cleveland to prevent changes or amendments to the constitution aimed at abolishing the labor divisions. (Signed) "JOINT ADVISORY COMMITTEE."

On July 17 the Typothetae of Washington, D. C., adopted similar resolutions.

In the belief that the time is opportune for the American Photo-Engravers' Association to convey to the advertising profession some permanent token of the obligation which they owe it, the association, through Vice-President Charles A. Stinson, has presented a beautifully bound and engraved book to the Advertising Clubs of the World. Presentation of the gift was made during the convention of the ad clubs in Milwaukee, Charles Henry Mackintosh, of that organization, accepting the gift from the engravers.

The book is bound in two covers, a presentation binder, and a permanent one. It contains some of the most beautiful engraving that the photo-engraving profession is capable of creating. There are also letters from twelve of the leading representatives of America's prominent industries, in which the writer's appreciation of the part played by photo-engraving in building up his business is related.

Uniform cost accounting methods have been adopted by approximately 120 commodity lines, according to a survey just completed by the Fabricated Production Department of the Chamber of Commerce of the United States. According to the survey, forty lines have gone the whole distance in the adoption of uniform cost systems and in securing general use of them in their industries; approximately the same number have adopted complete uniform methods and are now facing the important problem of installing such systems, while the remainder have only worked out plans for simplification of accounts.

An addition 17 by 72 feet, two stories in height, will give Crane & Co., of Topeka, Kan., approximately 2,500 square feet of additional floor space. The addition will be built between the present building on East Eighth avenue and the Majestic building.

Some Interesting Facts Regarding House Organ Sizes

By G. A. HEINTZEMANN
Dexter Folder Co., N. Y.

The illustration herewith shows all the sales house organs received in answer to a questionnaire sent to the 800 concerns publishing house organs, as listed in *Printers' Ink*. The picture clearly illustrates that definite page size standards in house organ printing and publishing are not at present very exact.

An enlargement of the photograph or a personal examination of the house organs would clearly emphasize the advantages if the Bureau of Standards (which is now working on a program of paper size simplification) could successfully work out a definite series of standard specifications for page sizes that would fit in with a full sheet size program of standardization in co-operation with paper mills and their merchants.

The following figures should be of interest to printers and publishers of house organs. This data was tabulated in connection with a survey of house organs made for the Paper Size Simplification Committee appointed by the Bureau of Standards. The following approximately group sizes were made up of the house organs that varied $\frac{1}{4}$ to $\frac{3}{8}$ inch in either dimension:

$9\frac{1}{4} \times 12\frac{1}{8}$	— 14%
$8\frac{1}{2} \times 11$	— 10%
$7\frac{1}{2} - 7\frac{3}{4} \times 10\frac{5}{8}$	— 13%
$6 \times 9\frac{1}{4}$	— 22%
$4 \times 9\frac{1}{2}$	— 6%
$5\frac{1}{2} \times 8\frac{1}{2}$	— 3%
$4\frac{1}{2} \times 6$	— 2%
Misc. sizes	— 30%

100%

These figures clearly indicate that the majority of house organs could, without serious change in size, adopt one of the standard sizes.

In the final analysis, using a standard size sheet is, in reality, securing the benefits of co-operative buying of paper.

Percentage with covers.....47%

16 pages and under.....76%

Forty-two per cent of the house organs were 16 pages with and without cover and the following tabulation gives the percentages of publications from 4 pages to 96 pages and cover:

4 pages.....	8 %
8 pages.....	8 %
8 pages with cover.....	5 %
12 pages.....	9 %
12 pages with cover.....	4 %
16 pages.....	20 %
16 pages with cover.....	22 %
24 pages.....	4 $\frac{1}{2}$ %
24 pages with cover.....	4 $\frac{1}{2}$ %
32 pages.....	2 %
32 pages with cover.....	4 %
18 pages.....	$\frac{1}{2}$ %
18 pages with cover.....	
20 pages.....	1 %
20 pages with cover.....	2 %
36 pages with cover.....	1 %
42 pages with cover.....	$\frac{1}{2}$ %
48 pages with cover.....	1 %
52 pages with cover.....	$\frac{1}{2}$ %
58 pages with cover.....	$\frac{1}{2}$ %
80 pages with cover.....	$\frac{1}{2}$ %
96 pages with cover.....	$\frac{1}{2}$ %

100%

To help eliminate this condition of waste due to a lack of standardization, the Committee on Simplification of Paper Sizes appointed by the Bureau of Standards, Department of Commerce, has issued a forty-eight page booklet called "Suggestive Page Sizes."

This booklet is issued for the purpose of securing definite suggestions and recommendations from printers, publishers and buyers of printing, as well as lithographers, regarding their standardizing to a limited number of standard sheet sizes of paper. The data in the booklet shows wide range of page sizes that can be cut, printed and folded *without waste* from standard sizes of book bond papers. Sizes for forms are also included.

The booklet is also being sent out with a questionnaire for the purpose of enabling each of the committeemen listed below, who represent the various industries interested in the subject, to prepare a final report of recommendations to the Bureau of Standards.

W. J. Eynon, c/o Byron S. Adams, 512 11th St., N. W., Washington, D. C.

Maurice Saunders, National Association of Employing Lithographers, 104 5th Ave., New York City.

F. W. Hume, Secretary, National Publishers Association, Inc., 1107 Broadway, New York City.

George A. Heintzemann, c/o Dexter Folder Co., 28 West 23rd St., New York City.

C. C. Whinery, c/o R. R. Donnelley & Sons, 731 Plymouth Court, Chicago, Ill.

C. H. Dodge, c/o Forbes Litho. Co., Chelsea, Mass.

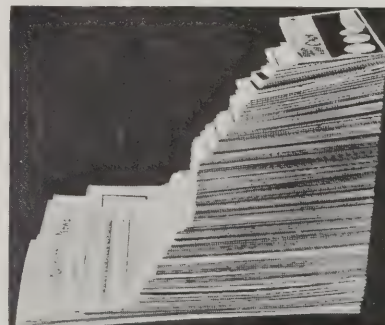
Jno. Sullivan, Secretary, Association of National Advertisers, Inc., 17 West 46th St., New York City.

The preliminary data is suggestive and contains illustrations and compiled facts pertaining to all of the various groups of buyers of printing, and advertising, and will enable any man buying, or interested in the manufacture of printing and publishing to answer the questionnaire without going into an exhaustive study of the subject.

A reading of the booklet will convince anyone that not only is the plan practical, but has great possibilities of money economy, advantage and success.

Your co-operation is needed and you will find the booklet interesting and helpful in your work. Send for your copy to any of the men listed above.

A new booklet called "Making it Easy to Plan Printing on Warren's Silkote" has just been issued by the makers of Warren's Silkote. It is up to the usual standard of this firm's advertising, designed, like former pieces, to be a real help to the printer. Different styles of illustrations in 133 and 150 screen halftones are shown printed on Silkote and its adaptability to different classes of work stressed.



Stack of house organs received from a questionnaire sent to 800 publishers of house organs, showing wide variance in sizes from standard.

Prize Offered for Essay on Industrial Relations

The success of the first E. A. Karsen prize essay competition on "What Can a Man Afford?" has moved the donor to make it possible for the American Economic Association to conduct a second competition.

The subject for the essays entered in the second competition is "The Relations of Capital and Labor." For the most meritorious essays three prizes are offered, as follows: First, \$1,000; second, \$500; third, \$250. Five judges have been chosen to pass upon the essays, consisting of Willard E. Hotchkiss, economist; Harry A. Garfield, president of Williams College; John Spargo, socialist author and lecturer; William C. Proctor, president of Proctor and Gamble Co., and Samuel Gompers, president of the American Federation of Labor.

The essays must be submitted under a pseudonym before September 1, 1922, to the secretary of the American Economic Association, Yale Station, New Haven, Conn. An accompanying envelope should bear the pseudonym on the outside and the author's real name and address inside.

A saving of more than \$10,000 on its annual printing bill will be shown by the Kansas City, Kan., board of education in its semi-annual meeting. The saving is due to the printing being done in the high school shop. The bill so far this year is about \$800 for paper and ink.

Printing expenses for 1919-1920 were about \$8,300. For 1920-1921 they were approximately \$11,000. The saving this year was made possible by the installation of a \$500 press in the school shop soon after the present board of education was appointed to succeed the old board, which resigned following an investigation into school affairs by Richard J. Hopkins, attorney general of Kansas.

E. E. Damon, printing instructor in Kansas City high school, has charge of the shop. During school, when most of the printing is done, printing class pupils do the bulk of the work. Virtually all of the forms and blanks used in the schools are printed in the school shop.

Starting seven years ago with one job press, the subsequent growth of the Jackson Publishing Company, of Kansas City, Mo., resulted in the company leasing for five years the two-story building at 810 Baltimore avenue that formerly housed the La Rue Printing Company. A lease, negotiated through George H. Devol & Co., calls for an annual rental of \$3,600. Officers of the publishing company are: Jay M. Jackson, chairman of the board; Frank D. Jackson, president; Earl B. Fenn, vice-president; Merrill Jackson, secretary-treasurer.

The Hunter Printing Company, of Nashville, Tenn., with a capital stock of \$10,000, has filed application for a charter of incorporation. The incorporators are: W. D. Hunter, N. F. Rudolph, E. P. Williams, Samuel Owen and Elfred A. Cayce.

The Capital Times Company, of Madison, Wis., has purchased a \$30,000 press equipment from the Goss Printing Press Company of Chicago. The Wisconsin firm has also closed contracts with the Cutler-Hammer Company of Milwaukee for the Cutler-Hammer drive system. The press will include a Goss straightline three-decked press with complete new stereotyping machinery and new steam tables.

Architects' Medal Given Goudy

The American Institute of Architects at its recent Chicago meeting bestowed the gold medal of honor upon Frederic W. Goudy, noted typographic designer now connected with the Lanston Monotype Co., of Philadelphia. The following telegram was sent to Mr. Goudy:

"For your meritorious work in the art of typography and your devotion to its advancement the board of directors of the American Institute of Architects, in Chicago assembled, has bestowed upon you the allied arts gold medal of the Institute. Answer if received, Chicago Beach Hotel, Chicago."

Plans were filed for a nine-story printing house, 60x103.3, at 147-151 West Fifteenth street, New York City, for Street & Smith, publishers. H. O. Chapman, the architect, estimates the cost at \$150,000.

With Union Paper and Twine



CHARLES R. HECTER

Announcement has just been made by the Union Paper and Twine Company, Detroit, Mich., of the appointment of Chas. R. Hecter as sales manager.

Mr. Hecter has had charge of the warehousing activities of the Seaman Paper Co. of Chicago for some time and leaves his present connection to acquire an interest in the Detroit organization.

Mr. Hecter's paper experience covers a period of eleven years, both in sales and executive capacities. He has a wide and valued acquaintance with the trade in Detroit, having lived there for a number of years.

The Sutton Press, Pittsburgh, has appointed Vinton H. McClure as vice-president. Mr. McClure was previously advertising manager of the National Metal Molding Company, also of Pittsburgh. Mr. McClure has been succeeded by Grant Davis.

The Sterling Press, Pittsburgh, Pa., has purchased the equipment and business of the McPherson Printing Company. The officers of the new concern are: C. LeRoy Beet, president and general manager; Otto S. Hopkins, vice-president and superintendent; Harry S. Elwell, secretary and sales manager; George G. Fox, treasurer and director of advertising service, and Mac V. Rush, production department.

Typothetae Bulletin to Be Issued as a Weekly

The executive council of the U. T. A., in compliance with the instructions of the executive committee at its meeting in April, has made arrangements to have the *Typothetae Bulletin*, heretofore issued as a monthly, changed to a weekly publication. It will be printed in Chicago. The size will be changed from 7½ x 10½ to 9 x 12, and will carry at least eight pages of advertising and eight of reading matter, according to the U. T. A.'s announcement, making it a sixteen-page publication. The first issue of the *Weekly Bulletin* will be mailed to the members the first week in September. This arrangement will eliminate the "Weekly Headquarters' Letter to the Field." Members and U. T. A. secretaries are invited to contribute stories of interest to the printing trade and particularly any ideas which will be beneficial to members of the United Typothetae. It will carry illustrations and its mailing will be so timed that a copy should be on every member's desk each Monday morning. It will be under the editorial direction and management of John G. Wallace, who has been in charge of the *Monthly Bulletin* and the *Weekly Letter* for the past eight months.

It was expected before the opening of the convention of the International Stereotypers' and Electrotypers' Union, at the Hotel Gibson, Cincinnati, July 18, that a new agreement with the Newspapers' Association would be ratified. The union was organized in Cincinnati 20 years ago, when it separated from the Typographical Union.

The American Bankers Association is planning a nation-wide campaign of education against "printing press money." It will be directed by its economic policy commission of which Melvin A. Traylor, of Chicago, is chairman, and of which Paul M. Warburg, Charles A. Hinsch, Evans Wollen, Rudolph Hecht and Waldo Newcomer, all well known financiers and economists, are members.

The movement was inspired by recent proposals for the expansion of the currency made by Thomas A. Edison and Henry Ford, and by suggestions that the soldiers' bonus be financed by government obligations which would circulate as currency in the ordinary channels of trade. The bankers, therefore, propose to conduct a campaign of publicity in which the influence of fiatism on Europe will be graphically told and traced to the bankruptcy of central European states. Russia, whose rubles are selling on curb at 1,000,000 for an American dollar, will be particularly cited as an example to deter.

A complete copy of Chief Justice Taft's decision in the case of the Coronado Coal Co., making labor unions suable, has been published with an interpretation by Walter Gordon Merritt by the League of Industrial Rights, 42 Broadway, New York City, for free distribution. Copies may be procured by writing to the above address.

The Columbus Typothetae held its annual picnic July 19 at the Elks' Country Club.

Members of the Columbus Typothetae have planned an exhibition of their products for the week of September 11. Exhibits will be arranged in the Chittenden Hotel to show buyers of printed matter in Columbus a comparative view of the work of Columbus printers.

Federal Trade Commission Hearings Ended

The final testimony in the hearings of the amended complaint of the Federal Trade Commission vs. the United Typothetae of America was presented to the examiner, Judge Choate, in Chicago, Wednesday, July 12. The final series of hearings were opened on July 5, and, from the 5th to the 12th, all of the testimony was given by witnesses for the United Typothetae. They included Secretary Miller and the heads of the departments in the international offices, together with a score of printers of this city. Henry P. Porter of Boston, chairman of the education committee, appeared Monday, July 10, to explain the origin and development of the educational program of this association. The attorneys and officers of the United Typothetae of America seem well satisfied with the present aspect of the case.

Linotype Executive Goes Abroad

Joseph T. Mackey, secretary-treasurer of the Mergenthaler Linotype Company, left New York City July 18 aboard the S. S. *Mauretania* for a two-months' business-pleasure trip abroad. Mr. Mackey's itinerary includes points in England, France, Italy, Switzerland, Germany and Belgium. Before returning he will visit the various agencies of the makers of the Linotype, both in England and on the continent. Accompanying him is Mrs. Mackey.

Several hundred representative American business men will attend the second general meeting of the International Chamber of Commerce to be held in Rome during the week of March 19, 1923, according to an announcement made recently by the American section of the Chamber. The meeting will bring together leading business men from all over the world for a discussion of world trade problems. Sixteen countries affiliated with the International Chamber will send delegates, while several other countries which have made application for admission to membership in the Chamber will be represented.

Mrs. Eleanor Dougan Hunter, formerly specialist on food, household appliances and toilet goods for Vanderhoof & Co., advertising agents of Chicago, and now vice-president and co-founder of the Educational Advertising Company, has become a member of the staff of James F. Newcomb & Co., Inc., planners and producers of direct advertising, 441 Pearl St., New York, N. Y. Mrs. Hunter retains her connections with the Educational Advertising Company, but will devote the limited amount of her time which is available exclusively to Newcomb clients.

Outside of her work with Vanderhoof & Co., Mrs. Hunter will be remembered as the originator of the unique idea of advertising in school books.

The *Sooner State Press*, published at Norman, Okla., states that twenty-seven editors, most of them conducting job printing offices in connection with their newspapers, are candidates for state offices. John Fields, editor of the *Oklahoma Farmer*, is the only one of the profession seeking the office of governor; but there are three candidates for the office of lieutenant-governor; two for state auditor, three for congress, two for corporation commission, four for the state senate and twelve for the house of representatives.

Industrial Review

(From the U. T. A. Industrial News Letter)

A net increase in number of workers of 3.2 per cent during May is indicated by the reports to the U. S. Employment Service of 1,428 firms in 65 principal industrial centers. Increases were reported by 49 cities. Industries showing increases were vehicles for land transportation, railroad repair shops, iron and steel, stone, clay and glass, lumber, foods, metals, textiles, paper and printing, chemicals, and miscellaneous. Leathers, tobacco, and liquors, showed decreases in employment during the month.

Paper and printing showed a slight increase of eight-tenths of one per cent in number of employes during May, according to the Industrial Employment Survey Bulletin.



JOSEPH T. MACKEY

The retail food index issued by the U. S. Bureau of Labor Statistics shows that there was an increase of two-tenths of 1 per cent in the retail cost of food to the average family in May as compared with April. During the month the retail cost of food increased in 30 cities, increases ranging from 3 per cent in Little Rock and St. Paul to less than five-tenths of 1 per cent in Chicago, Cleveland, Indianapolis, Los Angeles and Omaha. Decreases are shown in 20 cities ranging from 2 per cent in Buffalo and Newark, to less than five-tenths of 1 per cent in Columbus, Bridgeport, Mobile, New Orleans, New York and Pittsburgh. In Detroit food prices remained the same.

The weekly budget of food, fuel and rent for an average family cost \$20.53 at the beginning of May, 1922, as compared with \$20.66 at the beginning of April. The average cost of the weekly food budget was \$10.22 at the beginning of May as compared with \$10.26 at the beginning of April. In 1914 the average cost of the food budget was \$7.43 while that of the food, fuel and rent budget was \$14.21.

At May 1 the average level of retail prices of all commodities taken into account by the Ministry of Labor (including food, rent, clothing, fuel, light and miscellaneous items) was about 81 per

cent above that of July, 1914. The corresponding figure for April 1 was 82 per cent. The highest point reached by the figure was 176 per cent above the prewar level, in November, 1920. The present figure is lower than at any time since October, 1917.

The work accomplished by the American Guild of the Printing Industry in the five months since its organization was reported by Robert S. Gill, executive manager of the Guild, at a recent luncheon in Baltimore.

1. It has established the principle of conference and industrial "trial by jury."

2. It has established the principle of seven-day notice of discharge.

3. It has effectively protected its members against time-loss through disability or death.

4. It has made printing shops more agreeable places in which to work.

5. It has established an employment service in which the membership is guaranteed friendly assistance to the limit of ability.

"The whole thing has been done at a cost to the individual member of about 20 per cent less than is actually paid out for the insurance coverage alone."

In a recent issue of *L'Usine*, published in Paris, France, an account is given of certain workers' pension plans which have been established by a number of French manufacturers. Most of these plans have for their object the encouragement of long service and thrift, and special provisions with respect to contributions are made for employees with large families. A typical plan adopted by M. Marcellot, director of iron works at Eurville is described. Contributions from the workmen are based on their yearly wages, the minimum contribution of employees being one per cent. The owners contribute an equal amount during the first ten years of service. During the next ten years of service the employers contribute one and one-half per cent, and after 20 years, two per cent. If an employee contributed to the pension fund more than the minimum, the employers increase their proportion. For a worker contributing two per cent of his wages the owner gives three per cent for the first ten years, three and one-half per cent for the second ten years, and four per cent after twenty years' service. Heads of families with four children under 14 years are relieved of half of their contributions, the owners making up the amount; and those with five children have no payments at all to make. A workman entering on this plan at 45 years of age with earnings at 4,000 francs a year (about \$800) and contributing one per cent would receive an annual pension of 250 francs (about \$50) at retiring age. One who followed the plan from the age of 15 would receive a pension of 1,240 francs (about \$248) or 2,730 francs (about \$546) if he contributed 2 per cent of his wages.

Employment in New York state factories in March was 1 per cent greater than in February, according to the "New York State Industrial Bulletin." In comparison with March, 1920, the month of highest employment since 1914, there has been a reduction of 23 per cent in persons employed. Since August, 1921, the month of lowest employment, there has been an increase of 9 per cent in employment. Printing and paper goods showed no change in employment during March.

CHICAGO

The Illinois Publishing and Printing Co. has purchased for \$65,000 the Pittsburgh Steel Co.'s warehouse, running from 26th place to 27th street, having a frontage of 80 feet on 26th place and a depth of 240 feet to 27th street, with a five-car switch track and facilities for an additional switch of five cars. The purchasers will occupy the two-story warehouse covering the property for the storage of print paper.

The Wartburg Publishing House is planning to move its printing plant from Waverly, Ia., to 2018 Calumet avenue, Chicago, where it has maintained offices in an old residence for several years. The concern has just taken title to the property, 75x177, and has started work on a new two-story plant in the rear, to cost \$60,000, from plans by Rissman & Steinbach. Thirty-four employes will be moved here from Iowa.

Samuel George Goss died Friday, June 30, at his home in Glencoe, Ill. Mr. Goss was one of the founders of the Goss Printing Press Company of Chicago and for many years was president of the company that bears his name. He was one of the best known printers in the United States and was the inventor and patentee of many designs that have meant much for the development of the newspaper press of today. He retired from active management of the business three and a half years ago. Mr. Goss was born in Chicago March 5, 1858.

Officials of the "Associated Industries of Kansas," an employers' association, have announced that proceedings will shortly be taken in the United States Supreme Court to enjoin the Industrial Court from enforcing its recent order fixing the minimum wage for women in laundries and factories at \$11.00 a week and in mercantile establishment at \$10.50. The previous minimums were \$10.50 and \$9.50.

A marked improvement is shown in the employment condition in Illinois according to the Bulletin of the Free Employment Service of the State Department of Labor. Unemployment as it manifests itself in the excess of persons seeking jobs at the free employment offices of the state, over the jobs offered by employers, has practically ceased to exist. During May employers in Chicago asked the employment service to supply more employes than there were employes seeking jobs. Particularly significant evidence of the recovery in the industrial situation is the activity in construction work in the thirteen principal cities of the state.

Printing and bookmaking showed an increase of 4.8 per cent from April 30 to May 31, 1922, in the number employed.

The Old Time Printers' Association of Chicago has arranged for its annual banquet to commemorate Benjamin Franklin's birthday in January.

Those who will prepare for the dinner are: Michael Colbert, William Mill, Frank Keefer, John C. Harding, Thomas Sullivan, Michael Farrell, W. B. McCall, Joseph Warren, H. A. Davidson, W. W. De Wolf, W. C. Hollister, John Stanton, Joseph Ginty and Fred Anderson.

Charles Frederick Wadsworth, who for the last two years has edited the *Publishers' Auxiliary* issued by the Western Newspaper Union, has resigned his position as editor and will leave this fall for southern California, where he expects to make his home. Mr. Wadsworth has been with the W. N. U. for twenty-three years, starting as a Linotype operator and, through various promotions, was finally put in charge of the *Auxiliary*. Harry G. Fisher, a newspaper man of much experience, will succeed Mr. Wadsworth.

Harry A. Weissberger, formerly vice-president of the Latham Lithographic & Printing Co., and president of Advertising Artists, Inc., has been appointed special sales representative of the Edwards & Deutsch Lithographic Co., Chicago, with headquarters at the New York office.

Are You Cutting Your Electric Power Costs?

ELECTRIC power is no less important in the manufacture of printed products than the material itself. Yet it has not, until recent years, been given the proper cost consideration. The number of motors in use has, within the last seven years, increased from 343,00 to over 766,000 in industrial plants alone.

It has been common practice to consider an electric motor, that failed to give service, as being "worn out." If it seemed to have served a reasonable length of time the first thought was to replace it with a new motor.

The more recent necessity of cutting power costs has revealed some interesting facts to electrical engineers. Motor houses that specialize on rebuilt motors have found an ever-increasing demand for motor reconstruction. Out of over 1,200,000 electric motors now in use in the States, it has been estimated that over 400,000 have been completely rebuilt. Comparative tests made in industrial plants show that a properly reconstructed motor gives service equivalent to a new motor of the same type and capacity. This is due to the fact that all wearing parts are replaceable and when replaced make it virtually a new motor. The cost of reconstruction is low enough to permit a very substantial saving in this important phase of printing—the power cost.

Miss E. B. Carr, representative of the U. S. Bureau of Labor Statistics, spent two days in the Department of Industrial Information of the U. T. A. recently, gathering material to be used in the Bulletin of the Bureau, on the use of cost of living figures by different industries in the adjustment of wages.

Secretary Edward T. Miller of the U. T. A. is taking a vacation with Mrs. Miller at Morning Glory Lake, Wis.

Harry Sackett, formerly with J. Walter Thompson Advertising Co., has bought an interest in the Peerless Engraving Co., and is now secretary and sales manager of the latter concern.



PROPOSED NEW HOME OF THE SHEA-SMITH CO., CHICAGO

Bradner Smith Occupies New Building

Occupying their sixth building site since the firm was established in 1852, Bradner Smith & Co., Chicago paper merchants, are recording another step in the expansion necessitated by a constantly broadening service to buyers of paper and related products.

Few mercantile enterprises in Chicago are older than this, which was founded by J. Bradner Smith and Geo. C. Smith, who established the business in a section now exclusively occupied by commission and produce merchants. The firm was engaged in business on the first site at the time of the Chicago fire, later moving to Wabash avenue in what is now a retail section, and from which at one time orders were delivered by ox-cart. As the business grew, new and more commodious quarters were constantly necessitated until at present the firm's business space is represented by its large retail store building in the Chicago loop district in addition to two warehouses outside of the loop and in the heart of one of the important Chicago warehouse districts.

The new structure will be a 7-story building adjacent to and made a part of the two present warehouses, which will be increased one story in height to afford architectural harmony with the new building. In this location the firm will combine all its facilities under one roof, using a total of 240,000 square feet of floor space, representing one of the largest paper warehouses in the world. The offices which have heretofore been maintained in the downtown building will occupy the top floor of the new building, thus combining the administrative and executive departments at the same point with the storage and shipping facilities.

The advance of Bradner Smith & Company in size and in extent of service has closely paralleled the advance in the printing industry itself and affords a striking suggestion of the increase in demand for paper and paper products on the part of manufacturing, retailing and wholesaling business enterprises.

Although in 1852 the Messrs. Smith who established the firm were their own chief salesmen in the restricted area which they served at that time, the firm of Bradner Smith & Company in 1922 covers a geographical area represented by the states of Illinois, Indiana, Michigan, Iowa, Missouri, Kansas, Nebraska, Minnesota, Wisconsin, and Ohio.

In common with all aggressive paper merchants, Bradner Smith & Company maintain every facility for co-operation with printers in respect to extent of stocks, scope of sales representation and promptness of shipment. In addition to 19 salesmen, who cover the territory in Chicago and its immediate environs, the firm is represented by 14 district representatives, each of whom maintains his own organization for covering his own selling field.

Although the company holds a high reputation for its completeness of stocks and rapidity in filling orders, it expects to effect an even broader service through economies in time brought about by this new combination of all departments and all operations under a single roof.

The eight-story concrete building erected ten years ago at 418-30 South Market street by the Osgood Company, photo engravers, and used by them and the Blakely Printing Company, has been transferred to the Osgood-Blakely Building Corporation for an indicated \$446,000 subject to \$190,000. It fronts east 150 feet and extends to the Chicago river.

The Illinois Publishing & Printing Co. has bought from the Pittsburgh Steel Company their warehouse property on the Chicago & Rock Island railroad running from 26th place to 27th street. The buyers, who paid a reported \$65,000 for the property, plan to use the two-story warehouse for the storage of print paper.

The first unit of what is to be an \$8,000,000 printing plant will soon be started by the W. F. Hall Printing Company on the 500,000 square feet of land purchased from Koester & Zander at approximately 30 cents a square foot, or an indicated \$175,000, at the Northwestern Railroad belt line and Diversey avenue. This firm was established in 1892 by William Franklin Hall. The company now is headed by President Robert M. Eastman and Vice-President Edwin F. Colvin. This is one of the largest printing plants for magazines and catalogs in the world, the broker said, having a daily output of 400 tons of paper. A two-track switch will serve this enormous plant, covering about fourteen acres.

Fire of unknown origin destroyed paper stock and machinery valued at \$40,000 in printing plants on the ninth and tenth floors of the Dwight Paper Company's building at 620 South Clark street, Chicago, July 3. The blaze started in the paper stock room of C. J. Farwell & Co. The fire was confined to the building.

Thomas W. McGlaughlin resigned from the U. T. A. field force on July 15. He expects to make his future home in Peoria, Ill., and will enter into business there. Mr. McGlaughlin has been with the U. T. A. off and on for the last ten years; twice in that time he left the force to engage in other business and the last time he joined the Typothetae was in 1918. He has worked all over that part of the United States east of Denver as an organizer and a cost accountant and also for a time as traveling auditor. Mac's host of friends will miss him, and that means everyone who knew him here.



E. J. McCarthy, President
Smith-McCarthy Co.

Smith-McCarthy Takes Over Trade Shop Typesetters

The Smith-McCarthy Typesetting Company has taken over the assets and liabilities of the Trade Shop Typesetters and will amalgamate the business with the present large Smith-McCarthy business at 637-39-41 South Dearborn street.

The Trade Shop Typesetters was organized two and a half years ago by the Typothetae Association, the Open Shop Association of Employing Printers in Chicago. When E. J. McCarthy, of Smith-McCarthy Company announced last December that his firm would operate under an open shop policy, negotiations were opened to make the shift which has since been consummated. The equipment of the Trade Shop Typesetters will be transferred to the present location of Smith-McCarthy Company.



New Bradner-Smith Building

WITH OUR ADVERTISERS

Editors Carry Linotype With Them on Special Train

In addition to the many modern coaches provided, the enthusiastic editors who pulled out from Chicago July 9 for Missoula, Mont., carried with them in their special train a Linotype-equipped baggage car, with a Miehle press for the printing of "The National Editors' Argus," the convention daily.

The Linotype carried, the very latest thing in Model 14's, was loaned free of charge by the Mergenthaler Linotype Company, whose Mr. B. F. Adams and other representatives will accompany the editors around the circuit.

C. I. Johnson, of the C. I. Johnson Company, St. Paul, Minn., was the mechanical superintendent of the speeding print shop. The size of the convention daily was five-column folio, thirteen picas measure, eight-point body type, leaded. Much of the preliminary work was done in the plant of the *Pilot*, Walker, Minn.

Previous to pulling out from Chicago, the entire editorial party were dinner guests of the Linotype Company at the Terrace Garden. Walter O. Bleloch, Chicago agency manager of the company, was in charge of arrangements, and interesting entertainment was provided.

Galliver Tells History of Baby Fourdrinier

In a recent issue of the *World's Paper Trade Review*, a weekly journal published in London, England, for paper makers and engineers, appears the following news item:

"The American Writing Paper Co. is making elaborate preparations for the Educational Papermaking Exposition and Paper Show. A feature of the display will be the demonstration of paper manufacture on the miniature Marshall machine, with its complementary equipment and paper testing laboratory. It is a little enlightening to see how our American friends have appropriated our 'thunder' in the form of a model paper machine of British invention and skill."

When this paragraph was shown to Mr. Geo. A. Galliver, president of the American Writing Paper Company, he remarked:

"While visiting Europe in the summer of 1919, I learned of a miniature Fourdrinier exhibited at the Leipzig Fair, and realizing its possibilities for demonstration and experimental purposes, I purchased it. This is the machine we are now exhibiting. For a long time, we used it in the experimental laboratory of the company's department of technical control, and by its means effected a number of paper-making experiments which could not have been made economically on any one of our fifty-four big machines."

"I presume the machine was made in England originally for Marshall, but since the American Writing Paper Company has been its owner a number of improvements have been made upon it, and many supplementary features added. Indeed, its original progenitors would scarcely recognize it. For instance, we converted the original

stuff-chest, which was quite inadequate, into a regulating or head box, and substituted a large-size stuff-chest. We introduced also a stuff pump to convey the stock. We piped the machine completely for water service and rearranged its heating apparatus to conform more truly to its prototype. We attached special motors to drive it, and made a table for its support. The top of this table has been covered with tiling to conform to the scale of eight-inch tile used on modern paper mill floors. Moreover, a thoroughly equipped beating engine has been added.

"We have recently added to the machine for the Boston show a size press and a lay-boy, the latter a very intricate piece of mechanism."

"All of these improvements and additions, I am quite proud to say, have been made in the company's own machine shops, under the special supervision of Mr. Hagenschied."

Moral Obligation of Manufacturer Discussed in Current Issue of Bulletin

The moral obligation of the manufacturer toward purchasers of productive machines is the subject of the leading article in the current issue of *The Linotype Bulletin*. It is a concise declaration of the attitude of the Mergenthaler Linotype Co. toward their product, their customers and their own organization. Following this are articles showing how this moral obligation is met. The stress laid on the human factor is illustrated by the statement that of today's foremen and assistant foremen, four-fifths of the number have been with the Linotype more than fifteen years, and sixteen have a record of more than twenty-five years. Ten have worked on the Linotype and on Linotype parts from twenty to twenty-five years.

G. C. Willings, Intertype vice-president in charge of sales, has just returned from Atlantic City, N. J., where he appeared before the classification committee of the western railroads in connection with the reduction in the freight classification on typesetting machines west of the Mississippi river. The case was handled through the Brooklyn Chamber of Commerce.

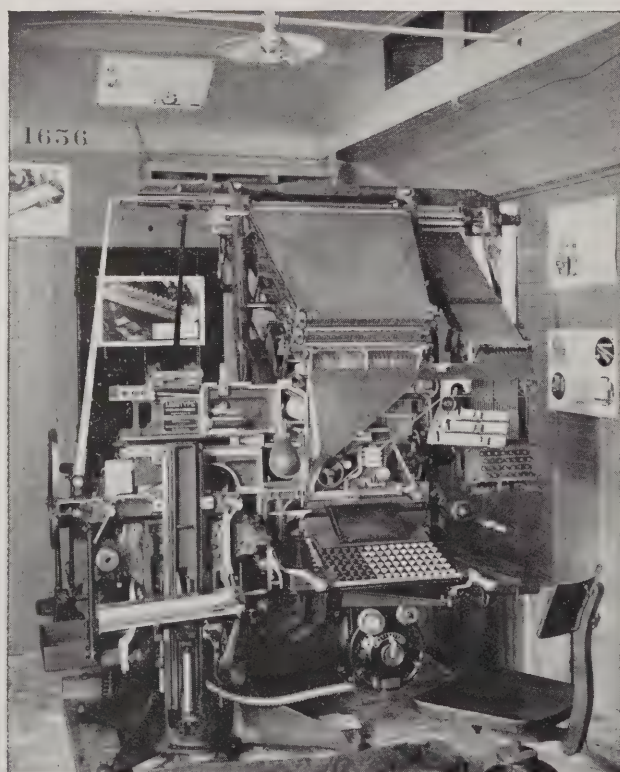
Ludlow Typograph Co. Opens New Pacific Coast Offices

The Ludlow Typograph Company has recently moved into its new district offices at 303-45 Hearst Building, San Francisco, Calif. The new offices are very accessible and are provided with complete Ludlow demonstrating equipment.

The Ludlow company manufactures the Ludlow System for casting all sizes and styles of type faces on slugs, and the Elrod lead, slug and rule caster.

In many leading newspaper and commercial plants and trade composition houses in the Pacific states, as in other enterprising parts of the country, the Ludlow and Elrod have established their value. The expansion of the Ludlow company's business in Pacific states has necessitated these larger district offices.

H. G. H. Buckner, district manager at San Francisco, has been with the Ludlow company for several years.



Convention-going Linotype in N. E. A. Baggage Car

Absorbing Interest as Well as Ink

"It doesn't blot—it absorbs perfectly," is the slogan of the Standard Paper Manufacturing Company for Standard blotting paper. In an exhibit designed to show that blotters absorb interest as well as ink, this company is distributing a book of blotting samples called "Standard's Scrap Book of Blotter Advertising." A commercial artist, dropping into the office of BEN FRANKLIN MONTHLY the other day, saw a copy of it on the editor's desk, said, "Gee, there are a lot of good ideas in that for me," and stole it.

He was right. There are a lot of good ideas in it for him and for everyone who is preparing blotter advertising. For here are blotters which have been put to almost every conceivable advertising use. A copy of the scrap book should be in every printer's file.

The *Ludlow News*, an eight-page publication published by the Ludlow Typograph Company, of Chicago, has just made its appearance in Vol. 1, No. 1 for July. It is designed to educate users of the Ludlow to a wider use of the machine and to tell of new activities of the company.

Linotype Day Was Big Day at Coney Island

On the last Saturday in June employees of the mammoth Linotype works, in Brooklyn, turned out in full force for a half-day of fun and frolic at Steeplechase Park, Coney Island.

Promptly at one-thirty o'clock a great string of motor busses and private cars, decorated with flags and bunting and filled to overflowing with singing, horn-blowing and otherwise celebrating merry-makers, and headed by a big brass band, started on a parade through the main streets of Brooklyn on the way to New York's popular playground. An escort of motorcycle police preceded the procession to maintain for it the right of way.

Various forms of entertainment were provided at the park, not the least enjoyable of which was excellent surf bathing.

According to the Brooklyn *Eagle*, "More than sixty sight-seeing busses, 105 motor cars and twenty-five B. R. T. trolley cars brought the 5,000 participants to the annual outing."



—punchy
—pointed
—profitable

those three words accurately describe the most compact, comprehensive publication reaching progressive printers

The Business Printer

Your name and address written on the margin of this ad will bring to you, free of charge, eight consecutive peppy issues of The Business Printer

The PORTE PUBLISHING CO.
Salt Lake City, Utah

New "Eagle-A" Cabinet Attractive

Considerable interest is being shown in trade circles in the American Writing Paper Company's new stationery cabinet, which is one of the most artistic and practicable cabinets on the market.

It is of steel gray color, with a ripple finish. In the center on the outside top of the cover is a symbolic Eagle-A stamped in gold. When the cover is raised, the front section of the cabinet is released and allows easy access to the envelopes, which are in a separate compartment beneath the sheets of paper. The seal of the United States Envelope Company, by whom the cabinets have been prepared, is gold-stamped on the inside of the cover. The grade name, such as "Coupon Bond," together with figures indicating the number of sheets and envelopes, and the signature of the American Writing Paper Company, appears in gold in this part of the cabinet.

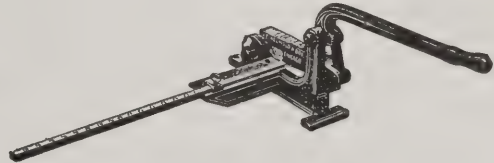
This new form of Eagle-A Quality-Standard papers created much favorable comment when exhibited at the second annual convention of the National Association of Steel and Copper Plate Engravers in Pittsburgh, July 10 to 13.



EAGLE-A COUPON BOND CABINET



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine

2 Pt. Medium

2 Pt. Coarse

2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth

8 Tooth

Soft
2 Pt. at 20
3 Pt. at 25

PRICES

Hard
25
30

12 Tooth

18 Tooth

Bright and Hard
30
35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

Helping the Printer to Advertise

Hampshire Paper Company's Advertising Campaign for Printers Meeting with Great Favor Among Their Customers

ALWAYS keen to keep abreast of the times, the Hampshire Paper Company has developed a very interesting campaign which is already well under way. An exceptionally fine series of mailing folders has been developed, illustrated in three colors by a prominent artist. The series contains twelve folders—each one printed on a different color of Old Hampshire Bond. The text matter is very well written and each folder contains a complete story. These stories run in a humorous vein, and, undoubtedly, have a tendency to put the reader in good spirits. This humor, however, is so cleverly handled that it maintains throughout a dignified atmosphere. Each story develops a moral lesson covering the thought of using better printing. It has very little to say about Old Hampshire Bond, for the idea behind these folders, which go to the consumer, suggests first, the idea of advertising, and, secondly, the use of better printed advertising matter.

A number of these folders have been printed and put into a very neat container together with an instruction sheet and a book of order blanks and sent to the various salesmen of Old Hampshire Bond agents. Quantities were

allotted according to territories. The salesmen went out among their printer customers and took orders for various quantities. Each printer who took on this service pledged himself to make up a careful mailing list, and mail regularly each month for twelve consecutive months 100 to 1,000 folders, under first-class postage.

With each folder an Old Hampshire Bond envelope is furnished with the title of the folder printed in the corner. The color of these envelopes matches that of the folder. Each folder bears the imprint of the printer on the back page.

A package containing the allotted number of folders and envelopes is sent regularly each month direct from the Hampshire Paper Company to the printer. Each package contains a four-page bulletin, carefully written, giving timely information regarding direct advertising, and the use of Old Hampshire Bond. This means twelve strong pieces of advertising direct to the printer.

In addition to this monthly service, a number of special booklets of letter headings and better letters information are distributed from time to time. A strong trade paper campaign is also well under way.

Lawrence A. Dudley, the advertising manager of the Hampshire Paper Company, says that it went over with a bang. From past statistics an estimate was arrived at as to the probable edition each month. On this basis the first edition of circular No. 1 was printed. It required two more editions to fill the actual orders that came in, and today each monthly edition is more than twice that originally estimated.

This sort of knocks in the head those unkind remarks one so often hears, that the average printer does not know good advertising when he sees it, and does not seem to have the ability to use it. From the requests made by hundreds of printers from every state in the union to take on this campaign, it clearly demonstrates that the average printer is quick to see the merits of good advertising and is ready to grasp it with both hands when the opportunity arrives.

In Case You Motor to Boston

THOSE of you who go to the Second Educational Graphic Arts Exposition at Boston in your autos will find plenty of excellent service in the way of suggestions for trips, advice concerning the condition of roads and any other such information as they may desire. In addition to the service which will be given by the N. A. A., the A. L. A. is planning to give information to those who wish to make trips from Boston. They will suggest places of interest, plan the routes, explain the condition of the roads to be traveled and perform any other service that the motorist may desire.



Hotels in and Near Boston

ADAMS HOUSE, 554 Washington street, Boston. About a mile from Mechanics Building. Single rooms, \$2.50 to \$4.00. Double, \$4.00 and \$6.00.

ATLANTIC HOUSE, Nantasket, Mass. Twenty miles from Boston. American plan. Single rooms, \$6.50 up. Double rooms, \$12.00 and up.

BRUNSWICK HOTEL, Copley Square, Boston. Two blocks from Mechanics Building. Single rooms, \$2.50 to \$5.00. Double rooms, \$5.00 to \$8.00.

COPLEY PLAZA HOTEL, Copley Square, Boston. Single rooms, \$4.00 to \$10.00. Double rooms, \$8.00 to \$12.00.

COPLEY SQUARE HOTEL, 49 Huntington avenue, Boston. One block from Mechanics Building. Single rooms \$4.00. Double rooms, \$6.00.

CLIFF HOUSE, Winthrop, Mass. Ten miles from Mechanics Building. Single rooms, \$5.00 and \$6.00 (American plan). Double rooms, \$10.00 to \$18.00.

HOTEL LENOX, Boylston and Exeter streets, Boston. Two blocks from Mechanics Building. Single rooms, \$3.00 to \$5.00. Double rooms, \$4.00 to \$8.00.

NEW OCEAN HOUSE, Swampscott, Mass. Fifteen miles from Mechanics Building. American plan. Single rooms, \$7.00 to \$10.00. Double rooms, \$12.00 to \$16.00.

PARKER HOUSE, School and Tremont streets, Boston. Two miles from Mechanics Building. Single rooms, \$4.00 to \$7.00. Double rooms, \$5.00 to \$7.00.

HOTEL TOURAINE, Boylston and Tremont streets, Boston. One mile from Mechanics Building. Single rooms, \$3.50 to \$7.00. Double rooms, \$5.50 to \$10.00.

HOTEL VENDOME, Commonwealth avenue, Boston. Four blocks from Mechanics Building. American plan, single rooms, \$7.00 and up; European plan, \$3.00 and up. Double rooms, American plan, \$13.00 and up; European plan, \$4.50 and up.

HOTEL WESTMINSTER, Copley Square, Boston. Two blocks from Mechanics Building. Single rooms, \$2.50 to \$4.00. Double rooms, \$5.00 to \$6.00.

YOUNG'S HOTEL, Court Street, Boston. Two miles from Mechanics Building. Double rooms, \$4.50 to \$5.50 and up.

Photo-Engravers Will Be There

NEW ENGLAND photo-engravers are going to have an interesting exhibit at the Boston Graphic Arts Exposition. The process of photo-engraving will be shown from the time the original copy is re-photographed until the plate is made and blocked.

The exhibit will be called "The Halftone Dot," and the booth will be decorated with white banners on which will be the small round dots that make the halftone plate. There will be ten men at work and the visitors to the exposition will be given every opportunity to see how pictures are prepared for publication.

The men who will have charge of the exhibit are Marcus Graham, W. J. Dobinson, W. H. Bowker, C. T. Prague, Joseph Donovan. Wesel Co. will furnish the plant. They will install all the equipment necessary to run a commercial photo-engraving plant.

LETTERING DECORATION TYPE DESIGN AND TYPOGRAPHIC COUNSEL



WILL RANSOM
14 West Washington Street
CHICAGO

Employers' Associations in the United States

By CLARENCE E. BONNET

A book containing the most comprehensive
History of the U. T. A. in relation to labor
that has ever been written.

\$4.00

BEN FRANKLIN PUBLISHING CO.
440 S. Dearborn St., CHICAGO, ILL.

A Dollar Want-Ad

Will Reach

3,300 Employing Printers

If You Put it in

Ben Franklin Monthly
440 S. Dearborn Street - Chicago



How the Boston Show will look. First Annual Graphic Arts Exposition, Chicago, 1921

HOWARD BOND

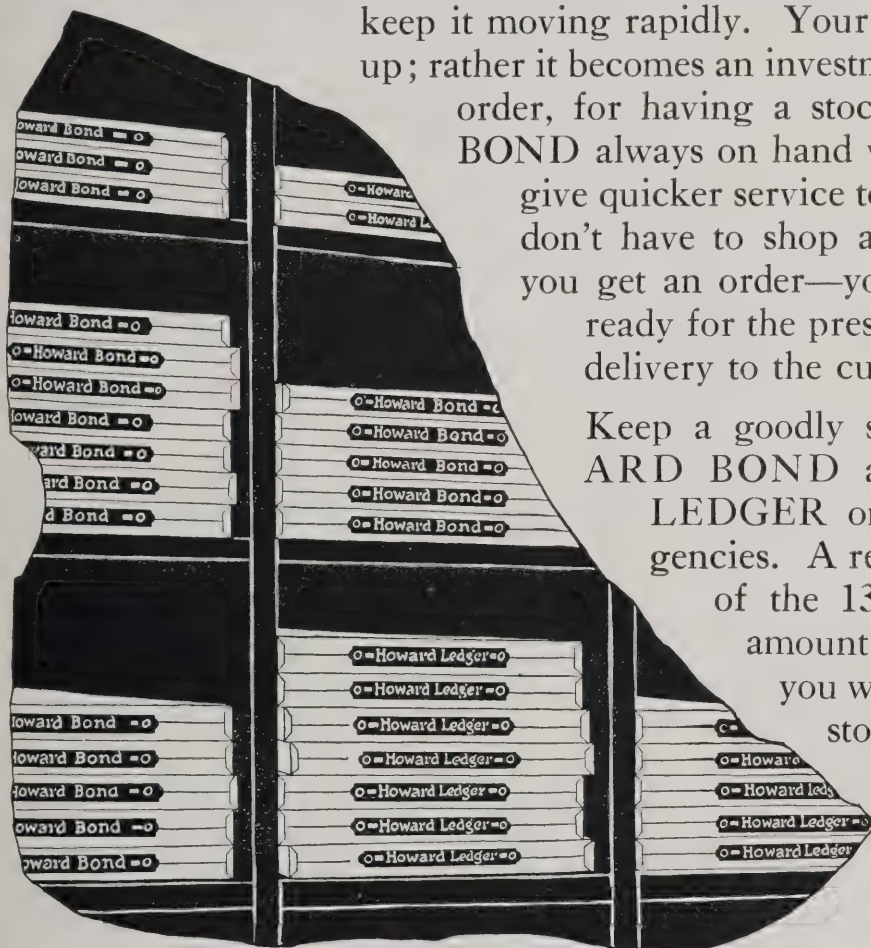
WATERMARKED

Quick-Moving Stock

HOWARD BOND is one paper that you can stock up on freely. It is suitable for so many different uses in a printing plant that you can keep it moving rapidly. Your money is not tied up; rather it becomes an investment of the highest

order, for having a stock of HOWARD BOND always on hand will permit you to give quicker service to customers. You don't have to shop around every time you get an order—your stock is there, ready for the press, ready for quick delivery to the customer.

Keep a goodly supply of HOWARD BOND and HOWARD LEDGER on hand for emergencies. A ream or two of each of the 13 colors, a larger amount of the white, and you will always have the stock on hand to fill orders for forms, letterheads, small enclosures and price lists.



Our handy sample portfolio will help you make a selection. Ask your paper dealer or write us

Compare It! Tear It! Test It!
And You Will Specify It!

THE HOWARD PAPER COMPANY

New York Office: 280 Broadway

URBANA, OHIO

Chicago Office: 1148 Otis Building

Patrician Cover [Art Laid Crash Finish]

A distinctive pattern, strong and durable, combining beauty and usefulness.

Made to withstand hard usage. Assures absolute protection to your booklet or catalog.

WRITE FOR SAMPLES AND
QUOTATIONS

**Parker, Thomas & Tucker
Paper Co.**



Wabash
2630

520-526 So. Canal Street
CHICAGO

Dipping Into History

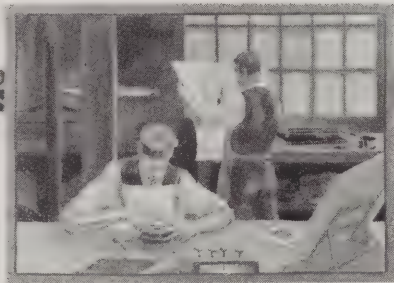
IT IS very pleasing to see the increasing tendency in house organs to instruct and entertain rather than simply to sell. More and more are house-organ editors furnishing their readers with delightful historical sketches and pleasant discussions of some of the most interesting phases of their businesses.

A case in point is the May issue of Gane Brothers and Lane's *Bindery Talk*, in which the following historical sketch of Persian book-binding occupied an important position, illustrated by the accompanying halftone:

"In the beginning was the Word." This—translated into the Iranian tongue—seems to have been the fundamental concept underlying Persian art, the genesis of Persia's artistic expression! For her finest art sprang from her love and reverence for the written word, which led her kings to enshrine in rare and costly volumes these precious heritages of poet and sage, and made the collecting of books the most princely of artistic manias. All Persian painting grew from illustration. Independent pictures for hanging on the wall are very rare in Persia even today. And her rugs retell in arabesque, in symbol, and in design, her legends and literature. Therefore, binding in Persia was not at all a subsidiary art or craft, but one of the finest of the fine arts.

The rich Persian bibliophile often commanded four artists to embellish a book, the *calligrapher* (for the text was, of course, written by hand in Arabic characters, and this writing was considered an art), the *binder*, the *illustrator*, and the man who adorned the title-page with arabesque.

In the early sixteenth century these volumes were generally cased in morocco, decked with tooled or impressed



KEEPING FAITH WITH ART

It is so easy to slight an operation here and there, and still produce a passable photo-engraving, that the temptation to make plates down to a price is sometimes great.

Crescent has never sold its products on a price basis, because Crescent has never been content to turn out a job that was merely passable. We look upon our work as an art—and we keep faith with that art.

Every plate that goes out of our plant is the handiwork of master engravers, who pride themselves in a good job well done. Consequently, every plate carries a fullness of tone and detail that gives character to the finished job.

Crescent plates are easy to print. They do not require tedious makeready. They save running time and speed production. They are the kind of plates that appeal to printers who are proud of their craft.

Crescent Engraving Co.
Kalamazoo



An Old Persian Binding Reproduced from "Bindery Talk" By Permission of Gane Bros. & Lane

Advertising *for* Printers

IF advertising will benefit your *customer*, Mr. Printer, it will benefit *you* just doubly---

For *your* advertisement is not only a sales message; it is also a specimen of the merchandise you have for sale!

Such advertising should not be classed as an expense—it is an investment in good-will and in sales. Nor need the investment be large.

We can supply you with cuts, layout and copy for an adequate advertising campaign—individually yours for your city—at moderate cost. And, remember, the campaign we furnish you is based on successful *experience* in the service of printers all over the country.

Praigg, Kiser & Co.

639 Diversey Parkway
CHICAGO, ILL.

Blotters

Six different monthly series to choose from—every one effectively illustrated and written to *sell printing*. Will give you splendid service at little cost. Tell us your problem, and we'll tell you which service to use—

Variety	Calendar
Girl	House Organ
Motto	Almanack

House Organs

Written exclusively to *sell printing*! Interesting editorial matter, effective special advertisements, catchy illustrations—experience has taught us how to make your house organ a welcome monthly visitor at your customer's desk. Exclusively yours for your city, of course; and completely individualized for your use. Ask us about a house organ for *your* plant.

Special Campaigns

Planned and prepared exclusively to meet conditions in your plant and your sales field. Folders, mailing cards, enclosures—each series specially planned to *sample* your product. No charge for outlining a campaign for *your* plant—just tell us about your equipment, your volume and your market.

We can help you solve
your Advertising
Problem---WRITE US!

LET US QUOTE YOU ON YOUR PAPER NEEDS



Radio Bond

We have just made an addition to our line of Bond Papers.

It is a medium priced paper and has found instant favor among the printing trade.

We carry a large stock in the popular sizes and weights in white, blue, canary, pink, green, buff and golden-rod.

We shall be pleased to submit samples and prices.

Messinger Paper Company

180-82-84 West Randolph St.
CHICAGO

TELEPHONE MAIN 2120
Six Trunk Lines

patterns, and sometimes gilded. But a little later it became customary to coat the morocco binding thinly with lacquer, so that it might be decorated with a brush; and these painted covers are the unique glory of Persian binding. They are richly wrought with flowers, birds and animals, or intricate and beautiful arabesques; and sometimes even the insides or doublures of the binding are treated likewise.

The Mohammedan faith forbids the representation of human or animal forms, but Persian clergy fostered a less orthodox belief, so that, although copies of the Koran were treated devoutly in arabesque and pure design, secular writings are bound between enchanted gardens, where slender stags and rhythmic birds disport themselves among fields of asphodel.

Persia yielded slowly to the advance of printing, which seemed to her an offensively mechanical thing; and only since the mid-nineteenth century have books been printed in Persia. With this adoption of occidental methods, her ancient beautiful art of binding has come to an end.

Cup for Largest Delegation

A SILVER cup as a trophy will be awarded to the Craftsmen Club in the International Association of Printing House Craftsmen that sends the largest delegation to the Second Educational Graphic Arts Exposition, which will be held in Mechanics Building, Boston, Mass., August 28 to September 2, 1922, in connection with the Third Annual Convention of International Association of Printing House Craftsmen. This valuable trophy is being offered through the courtesy of *The American Printer*, John Clyde Oswald, Publisher.

The conditions that will govern the award will be based on the number of delegates coming multiplied by the number of miles they have to travel to get to the convention. The accurate count of how many delegates are present from each club will be determined by the number that register at the convention.

THE HOLY

B I B L E,

Containing the OLD and NEW

TESTAMENTS:

Newly Translated out of the

Original Tongues:

And with the former

TRANSLATIONS

Diligently Compared and Revised,

By His Majesty's Special Command.

Appointed to be Read in CHURCHES.

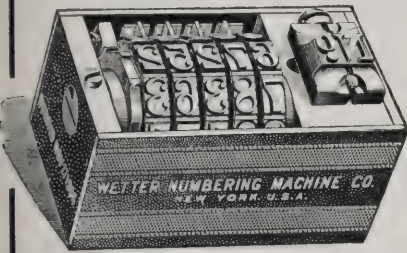
L O N D O N^o

Printed by MARK BASKETT, Printer to the King's most Excellent Majesty, and by the Assigns of ROBERT BASKETT

MDCCLXXII

Title Page of first known American Bible with fictitious London Imprint. Printed in Boston, 1757.

Every
Impression
Profit



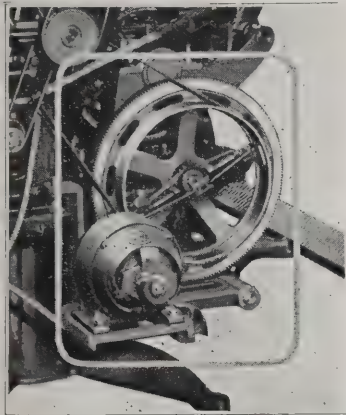
All Dealers
Sell Them

Send for Catalog

WETTER

NUMBERING MACHINES:

Wetter Numbering Machine Co. Atlantic Avenue and Logan Street Brooklyn, N. Y., U. S. A.



Cline Westinghouse
Interchangeable
Electric Motor Drive

*Fits any
model
Typesetting
Machine
and is Inter-
changeable.*

Write Us For Further Details
CLINE ELECTRIC MFG. CO.

Exhibitors at Graphic Arts Exposition

Chicago

New York

We Solicit
Your Business



We Specialize in Printers' Waste Paper

Western Paper Stock Co.

1456 Indiana Avenue

Phones Calumet 4233-34

Established 1879

Reference: Corn Exchange Bank



SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET

CHICAGO

TELEPHONE HAYMARKET 345



Griesemer Printing Co., Chicago

The Ludlow For Small Job Shops

THE small job shops surprised us. While we were busy selling to newspapers, and big shops with keyboard machines, we discovered that the little shops are cashing in on their Ludlows beyond their own expectations. The Ludlow has found a home in the small job shop.

They Use It for Everything

Home-made jobs appeal to the small printer. "We did the whole thing right here," he says to delighted customers. To send stuff out is bothersome. It takes time. And his work may be "private stuff."

Choice new type will beautify every job you print. The Ludlow is a foundry—you make your own typefaces as you need them, on slugs. And no distribution to follow the job.

Big runs in big sizes will have no terrors for your salesman. He can accept big store-directory sheets, posters, or big jobs of imprinting in 42, 48 and 60 point. You cannot run out of sorts.

Beauty of display will attract new business. Wide range of

sizes, in bold and extended faces, gives freedom of choice to your good compositor.

Save electrotypes by casting each line twice or more. This gives multiple forms. Little makeready is needed, because Ludlow slugs are accurate in height-to-paper.

The small investment often counts with a small printer. But when the less expensive system is also the better all around system, the quality argument always wins.

Small floor space is often a determining factor. The installation of a Ludlow, with all equipment, requires only six-foot square. It displaces old equipment that releases great areas of floor space.

Ask us, on your letterhead,
for illustrated literature

The Griesemer Printing Company (Chicago), pictured above, is one of the many small shops which find the Ludlow a paying investment. Three Gordon presses are kept busy.

"We now get more out of our presses," they say. "Forms that would have been run 1-on or 2-on for lack of type, or cost of composition or plates, are now recast in multiples to fill the press."



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Covers

ANOTHER evidence of the fact that paper makers are adopting good advertising tactics in offering service to printers through their advertising is contained in an article from *Dexter's Xtra XXXV*, house organ of C. H. Dexter and Sons, Inc., of Windsor Locks, Conn., in which cover plates for use on Princess cover papers are offered for the use of the printer. The article follows:

According to a school-boy definition, covers are the things mother tucks in around you, after she kisses you good-night. And he might have added, the things you kick off in the night and permit the frost to penetrate your nightie.

It is natural that Princess covers should suggest the picture of a sleeping beauty, beneath a lace counterpane and a layer of face cream. Reel in your wayward imagination and tie it to the prosaic proposition of a printed catalog cover.

In Princess covers you will find a protective covering that cannot be kicked off, and that will guarantee your publication against a frosty reception.

Simply as a matter of good will, and to convenience many users of Princess cover paper who are remotely located from centers of commercial art and engraving, C. H. Dexter & Sons, Inc., are supplying a complimentary cover cut service. Each month a new design is offered in two sizes—5½x8 for 6x9 covers, and 7x10 for 9x12 covers. Electros of these cuts, mortised for type titles, are sent free of charge with the understanding that they are to be used on Princess covers.

The Princess cover designs already issued have been proved up on Princess cover stock, and offer helpful suggestions as to appropriate color combinations. These will be mailed upon request. If you want to secure the best effect and the most serviceable results for your next catalog, use Princess covers and one of the free Princess cover cuts.



Disabled Veterans at the Federal Board Linotype School at Boston. Story on page 35

Time! Vacation time is nearly over. Are your salesmen out getting orders, or are you resting until the Fall rush begins? Seeking business in advance seems the more sensible way. ¶ How much printing have you sent out? Do you expect prompt attention to your printed matter however busy the recipient? Better have it reach possible customers early while demands on their time are not too urgent.

¶ You may have more time yourself to see that you get what you want; also more time to consult your printer.

¶ We'd like to aid you in any printing problem you may have. Our time is yours.

Regan Printing House

PETERSON BUILDING

523-531 Plymouth Court

Phone Harrison 6280

CHICAGO

Private Exchange to all Departments

SPECIAL PAPER SALE

FOR ACCOUNT INSURANCE COMPANIES

We will sell at Public Auction on **Wednesday and Thursday**
August 16th and 17th, at temporary warehouse

19-23 N. Desplaines St., Chicago

Entire Salvage Stock of **MACK-ELLIOTT PAPER CO., St. Louis, Mo.**

Consisting of **\$150,000.00** Inventory Value of

**Bond, Cover, Coated, Ledger, Book, Writing, Index,
Blotting, Cardboard, Cards, Envelopes, Etc.**

Above are in full assortment of colors, sizes, weights, and in popular and well-known brands. This stock is mostly in original packages and practically in perfect condition and is put up in lots to suit buyers both large and small.

This is an Exceptional Opportunity — Don't Miss It

TERMS OF SALE SPOT CASH—25% FROM BUYERS

Stock on Exhibition Monday and Tuesday, August 14th and 15th

Sale Arranged and Sold by

The Underwriters Salvage Company

Main Office: 771-775 W. Jackson Blvd., Chicago

Choosing for Success

Very early in the course of his business life every printer must face two highly important decisions—the selection of his banking and his composition service connections. On his choice in either case may well depend his chances for success.

The two most essential requirements for establishing relations with a bank or a composition house are fundamentally the same: There must be that intelligent, helpful co-operation which extends aid in the solution of perplexing problems; and there must also be that confidence which is born of an assurance of absolute dependability.

"THE STANDARD WAY":
A method of producing composition, either on the galley or in madeup form, whereby the output of Linotype, Monotype and Makeup Departments, either singly or combined, is so handled as to result in perfection of product at lowest possible cost.

Standard Typesetting Co.

"Chicago's Composing Room"

701-703 South LaSalle Street, Chicago

Telephones Harrison 3570-1-2



FRANK CORCORAN
of The George E. Crosby Co.

Folding Box Exhibit at Boston

THE manufacture of folding boxes has now become standardized and for the first time it appears practical to show a working exhibit. At the Boston Graphic Arts Exposition the George E. Crosby Company of Boston will exhibit an entire folding box manufacturing unit.

This unit, consisting of a 5-0 Two-Color Miehle Printing Press, Babcock Cylinder Cutter and Creaser, Specialty Automatic Glueing Machine, Saxmeyer Bundle Tyer, and Economy Baler, will manufacture from the sheeted Baird & Bartlett cardboard a commercial order of 2,000,000 folding boxes under actual shop conditions, to be delivered from this unit during the week of the Exposition to a large soap company in Cambridge.

The exhibit will be so arranged that visitors will have an opportunity to see the process of making folding boxes from the time the paper is received from the mill until the finished product is packed for shipping. The work will be under the direction of Mr. Frank Corcoran, manager of the George E. Crosby Company box department.

Strawberries, Behave!

TWO darkies in a negro regiment were boasting about their company buglers. "G'long wit' you, boy," said one, "you ain't got no booglers. We is got the boogler, and when 'at boy wraps his lip around that horn and blows pay-call it sound jes' like that um Boston symphony band playin' 'The Rosary'."

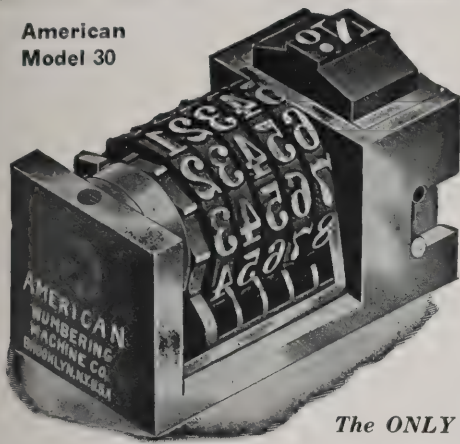
"Yeh, I hearn you," replied the other. "Talk up, boy, talk up. Yo' is wadin' deep into trouble."

"An' when he sounds 'at tatoo the angile Gabriel hisself is lendin' a ear, boy. A ear is what I says."

"Well, if yo likes musik they is all right, but if yo' is yearnin' fo' food, yo' wants a boogler with a hypnotic note like we is got. Boy, when Ah hears ole Custard Mouth Jones discharge his blast, Ah looks at mah beans and Ah says, 'Strawberries, behave yoselves; yo' is crowdin' the whip cream out o' mah dish'."

—Service—Rockford (Ill.) Printing Co.

American
Model 30



PRICE REDUCTION

	Former Prices	Present Prices
Standard Model 30 5 wheels.....	\$20.00	\$16.00
Standard Model 31 6 wheels.....	\$22.00	\$18.00

No change in construction. Same machines throughout that sold for much higher prices.

ALL DEALERS
SELL THEM

Your chance to buy the world's standard Numbering Machines at greatly reduced prices.

American Numbering Machine Co.

220-230 Shepherd Avenue, Brooklyn, N. Y.

BRANCH: 123 W. MADISON STREET, CHICAGO, ILL.

The ONLY TYPOGRAPHIC NUMBERING MACHINE with Cold Rolled Steel Case

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE
FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST
FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

**MARGACH AUTOMATIC
METAL FEEDERS**

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.

66 W. Harrison Street CHICAGO
Phone Harrison 6561

PHONE MAIN 4757

Simpson, Bevans & Co.

**Electrotypers
Engravers**

322 West Washington Street
CHICAGO

**Good
Electrotypes**

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

The HOERNER COMBINATION SHUTE-BOARD AND TYPE-HIGH MACHINE

A Wise
Investment
for the
Large or
Small
Shop



Saves half the make-ready time on all forms containing mounted plates. Has both a Knife and File Plane, and not only makes mounted plates type-high, but squares cuts, miters rules, trims leads and slugs, bevels plates, etc. All mounted plates sent to pressroom or electrotypes foundry should be made perfectly square and type-high—it pays.

Ask for full information and price—NOW

The Challenge Machinery Co.

Main Office and Factory, GRAND HAVEN, MICH.

CHICAGO, 124 S. Wells St. NEW YORK, Printing Crafts Bldg.

Mr. De'legate—Our Cards



Beans and Business



The black ones,
like our
service,
guaranteed

The *beans* you will get there at your convention city, prepared in that good o'd appetizing Boston way—

The *business* will be located at our address, and served at 8 a. m. (prompt) rain or shine. The gang's all here, so what the—

No has-*beans* in our family — methods, service, etc., modern in every branch. Monotype, Linotype and Makeup are features that we are equipped to handle in the best and shortest time possible.

Our telephone, as well as our service, is at your disposal night and day—

Wabash
7192-3-4

KERR-SIMONS CO.

MONO—Type for the Trade—LINO

732 Sherman Street :: CHICAGO, ILL.

Designed and set in our plant—Century O. S. No. 157

Chamber of Commerce Formulates Tax Assistance Plan

A PLAN to assist manufacturers in the different lines of industry in determining depreciation for tax purposes has been worked out by the Fabricated Production Department of the Chamber of Commerce of the United States. Use of this plan is being urged by the department.

The plan provides that "within the trade association of a given industry a depreciation committee should be appointed, consisting of from five to seven engineers, cost accountants and plant superintendents selected from the industry.

"Such a committee should prepare a questionnaire providing for a listing of the units of utility, the cost of same, estimated scrap value, and years of useful life.

"Before sending the questionnaire to manufacturers of a given line certain preliminary points should be cleared up, such as:

"A. Method of charging maintenance, renewals and depreciations: It will not do merely to average the various estimates of useful life provided by the manufacturers of a certain line, because the methods of charging maintenance, renewals and depreciation may not be the same. Thus, one manufacturer may charge as maintenance all repairs and partial renewals. By this method the laying of a new roof on a building would be charged to maintenance. Another manufacturer may charge to maintenance only such items as tend to keep the property in the same general condition. The laying of a new roof adds to the life of the asset and accordingly would be charged to the depreciation reserve. The first method gives a high maintenance rate and a low depreciation rate. The second method gives a low maintenance rate and a high depreciation rate.

"B. A statement of elements of depreciation: Accompanying the questionnaire should be a statement of the elements entering into depreciation, wear and tear, and obsolescence.

"Wear and tear is defined as 'that uniform wear-out and decay which repairing is unable to check' and it is dependent upon the amount of use, the amount of care, the quality of the installation and the natural hardships to be overcome.

"Obsolescence arises from 'an inability to compete in kind, in quality or in cost of desired results with later forms of the same utility.' Also there is that change in demand which displaces the whole life of equipment.

"It is important that the depreciation committee secure sufficient facts for it to come to a conclusion as to which is the factor, obsolescence or wear and tear, determining the useful life of a given unit of utility. Certain machines are not given the opportunity to wear out, they are replaced so rapidly because of improvements in the art. Clearly obsolescence is here the determining factor.

"C. Determining stated conditions of use: Guide rates of depreciation for an industry presupposes stated conditions of use—the number of days of operation in a year, the number of hours of operation per day, a standard of maintenance, external conditions such as climate and road, etc.

"With the normal conditions of use stated, it will be possible to provide for variance thereof upon a scale of percentages. Thus, during the war additional rates of depreciation were allowed for overtime operation, and when depreciation can be based on an incident of production, capacity, or performance, it may be feasible to scale the rate of depreciation for subnormal production.

"Upon a return and digest of questionnaires, schedules should be prepared showing items of utility, cost, scrap value, and useful life. These schedules should be sub-

Linotype Composition and Makeup

Determine the overhead on your linotype composition---by discontinuing that department in your plant.

Unproductive Hours will no longer worry you.

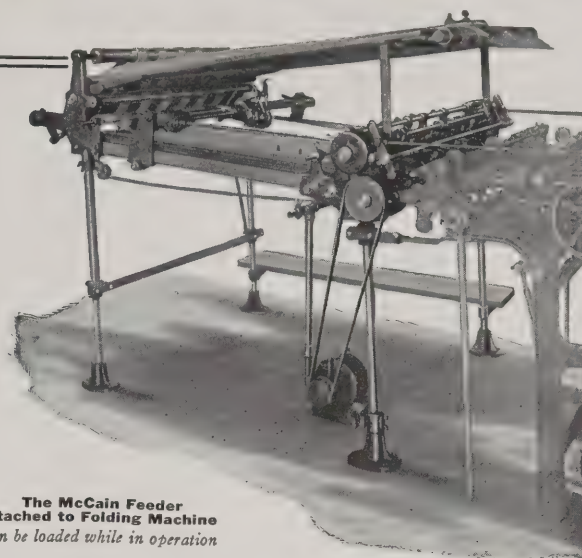
---when you utilize the facilities of our shop. You will then know exactly what your composition will cost.

CAREFUL—ACCURATE—PROMPT

Service Day and Night

A. R. BUCKINGHAM

Franklin 1996 15 S. Market St., Chicago



The McCain Feeder
Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company

29 South Clinton Street, Chicago, Illinois

New Lines Recently Added

ANTIQUARIAN COVER

Antique—Ripple Finish

2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER

Vellum Finish

1 SIZE—2 WEIGHTS—9 COLORS

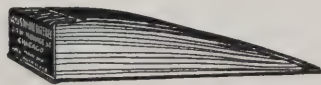
PATRICIAN COVER

Crash Finish

2 SIZES—2 WEIGHTS—8 COLORS

LODESTONE COVER

2 SIZES—5 WEIGHTS—7 COLORS



REG. U. S. PAT. OFFICE

JAMES WHITE PAPER Co.

Telephone—Main 875

219 W. Monroe St., Chicago

Nickel Steel Printing Plates

High Quality

Quick Service

Lower Price

Nickel Steel Printing Plates are a combination of electrotpe and stereotype processes.

Printing surface is exceptionally hard and smooth, which guarantees long press runs with best impressions.

Ask for Sample and Prices

Advance Printing Plate Co.

Harrison 4760

CHICAGO

634 Federal St.



BARGAINS IN PAPER

Some people maintain that bargains don't exist.

They're right nine times out of ten—usually the goods offered are inferior.

Not so with some very high-grade book papers that we are supplying printers with.

This paper was merely cut to the wrong size. If you can use some of the paper in the sizes we have in stock you will discover a real bargain.

Ask for list of sizes and grades.

Fort Dearborn Paper Co.
319 North Wells Street
CHICAGO

Telephone Main 1930-1931-1932

mitted to the manufacturers for criticism. Upon revision a conference should be arranged with the experts of the Treasury Department that the depreciation data may be checked by them.

"When so checked the rates of depreciation should be promulgated as guide rates for the industry, it being thoroughly understood that such depreciation rates shall be merely suggestive and not mandatory and that in the last analysis such concern must determine the depreciation allowance out of its own individual experiences."

A Public Library for Printers

A GOOD example of successful co-operation between public libraries and printers is found in the catalog of "Books on Printing and Some Related Subjects" compiled by the librarian of Norwich, England. In his foreword to the catalog the librarian states that "this catalog is the result of co-operation between the Norwich Public Library Committee and the Norwich and District Master Printers' Association. A representative collection of the best books on printing and some kindred subjects, comprising some 250 volumes, has been formed at the Norwich Public Library, and this catalog is now issued by the association with the view of inducing the employes of the Alliance to study the history and technology of printing, thus encouraging progress in that art, and development in technical education."

There follows a list of titles including the best of old and modern literature on printing, its history, manuscripts, bookmaking, book illustration, printing costs, and various other phases of the industry. The list contains all of the volumes of the Typographic Technical Series for Apprentices, issued by the United Typothetae of America.

A part of the expense incurred by the addition of these books to the Norwich library has been met by the local Master Printers' Association, which also defrayed the cost of publishing this special catalog. The new books were introduced to the printing employes at a reception given in the library by the president of the Master Printers' Association, at which the librarian brought out for their inspection a number of the library's rare early English printed books, decorative title-pages, end-papers, and book-covers.

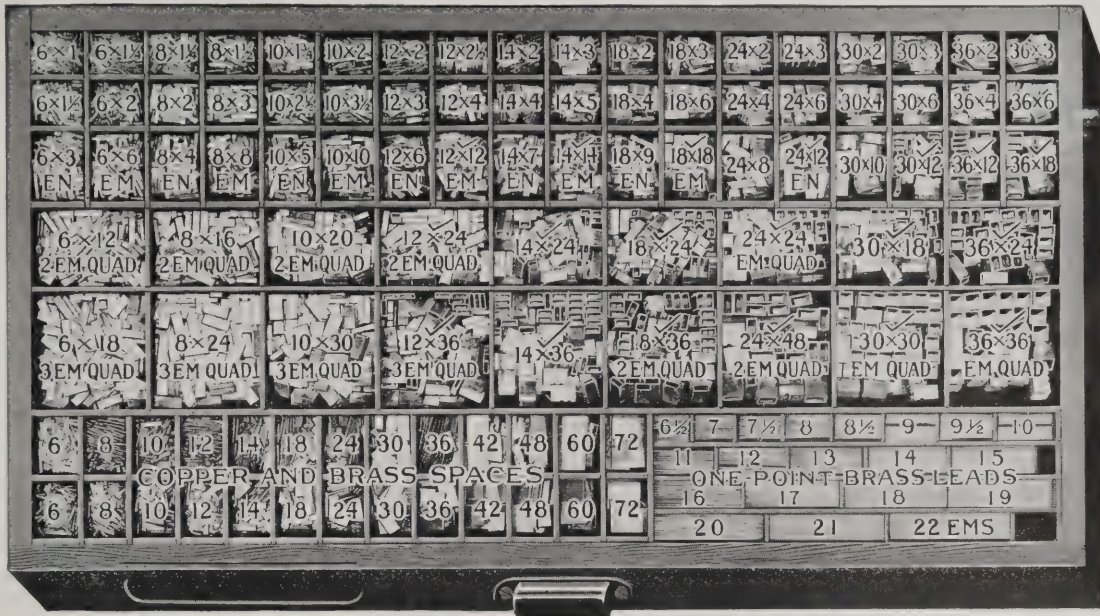
As an educational endeavor, this plan of the British Master Printers might be considered with profit by American employing printers.

A Collection of Stories

THE Printers of Chiapolis is the title of a collection of short allegorical articles in which are set forth truths of the printing trade. The twelve articles, with the exception of one, "The Strike," appeared in *The Inland Printer* last year, and received so much favorable comment that their author, R. T. Porte, has arranged them in book form.

The stories aim to suggest improved business method for printers by presenting contrasting pictures of well and poorly conducted businesses, orderly thrift and slipshod poverty.

Though purely didactic, for Mr. Porte states in his preface that it has been his endeavor "to make each story point a moral or a lesson, either as to selling, efficiency, right business methods, or correct ethics" the articles have their morals so pleasantly sugar-coated by Mr. Porte's easy colloquial style and genial narration that the most sensitive of printers should be able to take them without a wry face. The book is published by the Porte Publishing Company, Salt Lake City, Utah.



Superior Spacing Materials

EVERY MAN WHO SETS TYPE KNOWS
THAT THIS IS TRUE:

"There can be no such thing as Efficiency in Composition until each and every Compositor has been provided with a separate and complete outfit of all the needful SPACING MATERIALS on his individual work bank—ready to hand."

ABOVE we show our new Jobwork Assortment of SUPERIOR SPACING MATERIALS in a standard size case which fits on top or in the rack of any regular cabinet or casestand. The contents provide an adequate outfit of Spaces and Quads (all large Spaces and Quads Cupcast), Copper and Brass Thin Spaces and Brass One-Point Justifying Leads. We have a different Adwork Assortment for newspaper ad compositors. Write for SUPERIOR SPACING MATERIALS circular.

Barnhart Brothers & Spindler

Superior Equipment for Printers

CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE

Linotype Composition for the Trade

Chicago Typesetting Company

Phone
Harrison
883

We make a specialty of making up Newspapers, Periodicals, Catalogs and Books for press or electrotypewriter

We are prepared to give the highest quality of work.

DAY AND NIGHT SERVICE

Fourth Floor 727 S. Dearborn St.

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers

Tin Edging { Hangers
Maps
Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.
PHONE MAIN 621-2503

"B" in Boston Aug. 28-Sept. 2

The Pioneers *that blazed the trail*

It is very appropriate that Boston will hold the biggest and best graphic arts exposition ever held anywhere in the world. Boston was the birthplace, in this country, of the first printing press, first plate-making, first color printing, first coated paper making, first printing office and many other first printing inventions too numerous to mention here.

The Second Educational Graphic Arts Exposition to be held in Mechanics Building, Boston, for one week, August 28 to September 2, 1922, besides showing all the historical exhibits connected with the printing industry, will have in actual operation all the latest machinery and equipment of the leading manufacturers of the printing and allied industries.

Besides the educational features of the Exposition you will enjoy Boston's famous surf beaches, harbor boat sails, historic shrines, fresh sea food and shore dinners.

Can you afford to miss such a wonderful educational and vacation treat?

This concern is pleased to contribute the above space to boost the Exposition and will be an exhibitor at the show.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY:
CLEVELAND

NEW YORK: Aeolian Building CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse

Represented West of the Rocky Mountains by
Printers Machinery-Supply Co., San Francisco and Los Angeles,
California; American Type Founders Co., Portland, Oregon;
Barnhart Brothers & Spindler, Seattle, Washington.

Public School Printing Instruction

Continued from page 46

TABLE 2

Total number schools.....	89
Total number printing instructors.....	138
Total number day students.....	3,227
Total number part-time students.....	730
Total number evening students.....	808
Total number students.....	4,765

The printers of the country—employers and employees—are urged to interest themselves in this problem. Competent and active advisory committees should be appointed to consult with the school authorities to advise as to the conduct of the work, to keep the printers in vital contact with it, and to provide for the proper placing of graduates. Such advice and co-operation will be welcomed by the school authorities and the approval of the industry will be eagerly sought. Such approval, however, should not be given unless the committee is thoroughly satisfied that the instruction given is such as will enable the graduates to enter the industry with advantage to themselves and to the industry.

Grand Rapids Cited as Example

The quality of work done in many of these schools is surprisingly good. The page called "The School Teacher's Creed," originally printed by the Grand Rapids Vocational School, is a good example of the typography produced by this school, and so well expresses the spirit of the printing school teacher that it is reproduced here.

Throughout the state in which this school is located there is a strong feeling for education in printing and a strong movement to further the industry's efforts for greater and better education of young men in printing. One of the latest evidences of this was afforded the industry at the Grand Rapids conference of the Michigan Typothetae Federation May 13. The following resolution which was adopted at the meeting strikes the keynote of public school education in the printing industry:

Whereas, As a knowledge of printing is an advantage in nearly all walks of life, we believe that teaching and practical instruction in the Art Preservative in the intermediate department, including the ninth grade, is of very material benefit. Upon entering the tenth grade a rigid examination is recommended and only those possessing the printing instinct should be permitted to continue the work.

Your committee therefore presents the following plan to the Michigan Typothetae Federation for their consideration and adoption:

1. Co-operation with the United Typothetae of America in the course of study as now being planned and which will be finally passed on at a conference at Indianapolis this summer.
2. A committee shall be appointed by the local organization consisting of three employing printers, two employees and two from the school authorities to act as an advisory committee on local needs, equipment, qualification of students and course of study.
3. That the local shop apprentice requirements be ascertained with a view to providing the help that may be needed in the industry each year and that students be taken in the classes at any time and graduated at the expiration of the required two-years' work under the Smith-Hughes Act, in order that federal aid may be given to the school complying with the state requirements.
4. That students finishing the required course of study be given a regular high school vocational diploma.

"We find your catalog of great value to us in helping us to use just the right kind of ink to please our customers."



This is one of a great many favorable comments we have received regarding our Printing Ink Catalog. It is in loose leaf form, and all the necessary information is available at a glance. Every ink is accurately described and the price shown in various containers is standard.



Established 1897

2314 W. Kinzie St.

Have you received your copy?

The Influence of the Letterhead

is the title of our latest booklet. It is unique in its conception and a most instructive and interesting treatise.

This booklet is devoted especially to business letterheads and covers the subject thoroughly. One of the striking features is the use for illustrations of miniature letterheads, most of them of nationally known concerns. These specimens furnish a valuable study for the printer, lithographer, stationer and engraver.

Write us on your present letterhead and we will gladly send you a copy, without placing you under the slightest obligation



DEPARTMENT B

HAMPSHIRE PAPER COMPANY

MAKERS OF OLD HAMPSHIRE BOND

South Hadley Falls, Mass.

The Plant

that is equipped
to turn out good
typography at
the right price is
the one you can
safely patronize

The Superior is
an organization
that takes pride
in turning out
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5. That the members of the Typothetae, local, state or national, shall give preference of employment, under certain conditions, to graduates from vocational schools.

6. That students graduating from the vocational printing course be given a two-year apprenticeship rating in the shop in which they are employed.

7. That the supervision that this local committee assumes be extended over the entire five-year period of apprenticeship in furthering the efforts of the student along the work that he is following and other lines of endeavor.

8. Schools installing departments for printing trade training shall conform to the minimum standard equipment as prescribed by the United Typothetae of America.

New Buildings Mark Growth of Chicago's Printing Industry

CHICAGO is growing rapidly as a printing center. There is no better evidence of the fact than the number of new buildings erected primarily or exclusively for the use of printers, and the many removals from crowded to new and larger quarters.

In the May issue of BEN FRANKLIN MONTHLY appeared a description of the new home of the Curtis-Johnson Printing Co. The Barrett Bindery has recently moved into its own large and well-equipped building. Work has commenced on the ten-story Harrison-Clark Building which will be ready for occupancy after December 1, 1922. Work has also begun on the Igoe Building.

One of the most ambitious of these projects is the New Atwell Building, which will be ready for occupancy shortly after January 1, 1923. This is being erected by the Atwell Printing and Binding Co., now located at 732 Sherman street, and will house the Atwell printing plant and offices as well as numerous other offices for which space is now being rented.

The new building will be at Twentieth street and Prairie avenue, in the heart of the South Side publishing district which is rapidly being enlarged by the overflow from the loop printing district. This district already contains many such houses as the Columbian Colortype Company, R. R. Donnelley and Sons Company, American Book Company, Rogers and Co., The Midland Press, D. C. Heath and Co., Radford Publications, World Book Co., Ginn and Co., MacMillan Co., Butterick Publishing Co., Weary and Alford, and Chas. E. Merrill Co.

Happy Days at Boston

MONDAY, Aug. 28. President's Day. President Harding is expected to be present to open the big printing show.

TUESDAY, Aug. 29. Governors' Day. Governors from every state in the Union and Governor-Generals of the Provinces of Canada have been invited to be present.

WEDNESDAY, Aug. 30. Mayors of the principal cities of the United States have been invited to be present on this day.

THURSDAY, Aug. 31. Printing Buyers' Day. Large buyers of printing throughout the United States have been invited.

FRIDAY, Sept. 1. Students' Day. Special guides will conduct parties of printing students through Mechanics Hall.

SATURDAY, Sept. 2. Not So Happy Day. The show closes.

Many Indications Point to Increased Business

BUSINESS is looking up, according to an interpretation of conditions in the printing industry circulated in the U. T. A. *Weekly Headquarters Letter*. According to this source, the printing industry is feeling the effects of the general improvement in domestic business, which, during May was reflected in reports showing increased employment, greater carloads, despite the sharp falling off in coal shipments, higher prices in many of the commercial markets, including corn, oats, sugar, pork, iron, steel, lead, copper, cotton and printing cloths; reduction in stocks on hand despite increased production in numerous industries; increased bank clearings, and record-breaking activities in building and in the automobile industries.

Building contracts during April, in twenty-seven states, called for an expenditure in excess of \$353,000,000, thus establishing a new record, the next highest value having been reached in July, 1919. The contracts awarded during the month involved over 58,000,000 square feet of floor space, or almost twice the floor area contracted for in April of last year.

All of this activity has called for more printing and created a hopeful spirit on the part of business men, which has resulted in increased orders for booklets, broadsides, folders and general commercial work.

Survey to Be Made by Standards Committee

AT THE request of Secretary Herbert Hoover, of the Department of Commerce, the American Engineering Standards Committee will undertake at once a canvass to determine what simplification in manufactured products is most needed and most desirable. This canvass will be conducted through the engineering and technical bodies having representatives on the committee or co-operating in its work. The survey of simplification or standardization needs and possibilities will extend into almost every industry in America.

This assignment to the American Engineering Standards Committee is one of Secretary Hoover's steps to retrieve for American industry a few of the many billions of dollars wasted annually, as revealed in the report on waste in industry which was made not long ago by a committee also appointed by Mr. Hoover while he was chairman of the Federated American Engineering Societies.

Of equal significance is the fact that Mr. Hoover's request that the American Engineering Standards Committee conduct this survey and the acceptance of the assignment by the committee indicate a co-ordination of the work in the simplification of manufactured products, sponsored by Secretary Hoover, and the work of the American Engineering Standards Committee in the unification of standards on a national basis.

New Foremen Conferences

THE New York Employing Printers' Association, Inc., announces that two additional groups of foremen are being organized as a further development in the Foremen Conference plan. The formation of these new groups will accommodate those who were too late for enrollment in the groups which have been meeting since May first. One of the new groups will meet on Thursday from 4.30 to 6.00 p. m. and the other on Friday from 1.00 to 2.30 p. m.



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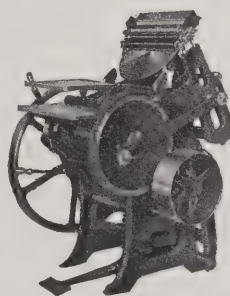
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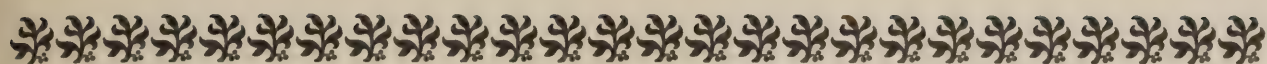


GIVE me clean hands, clean words
and clean thoughts; help me to
stand for the hard right against the
easy wrong; save me from habits that
harm; teach me to work as hard and
play as fair in Thy sight alone as if the
whole world saw; forgive me when
I am unkind, and help me to forgive
those who are unkind to me; keep me
ready to help others at some cost to
myself; send me chances to do a little
good every day, and so grow
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art the men who succeed are the men who know that beauty is not a by-product, but the very heart of the product itself.

The printer who permits himself to believe that he "cannot afford" to do beautiful printing is guiding his business with a compass that points wrong. The successful printers are doing distinguished printing, not because they can afford it, but because they well know that they cannot afford to do any other kind. There are printers in many small places today to whom profitable work comes from a distance, because the quality of their work has attracted men who were seeking beauty. Beauty is being looked for, all

the time. It is the big asset of the printing

profession. The printer who knows

how to produce beauty will

have men coming

to his door.



WRITTEN BY J. W. MULLER, EDITOR *THE LINOTYPE*
BULLETIN. PRODUCED IN LINOTYPE TYPOGRAPHY
BY WILLIAM EDWIN RUDGE



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BEN FRANKLIN *Monthly*

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SEP 27 1922

Volume 19

September 1922

Number 12

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The Didot Family—Typefounders

By DOUGLAS C. McMURTRIE

Mass Production at Lane High

By ROBERT McKNIGHT

Features—a Newspaper Asset

By EDGAR WHITE

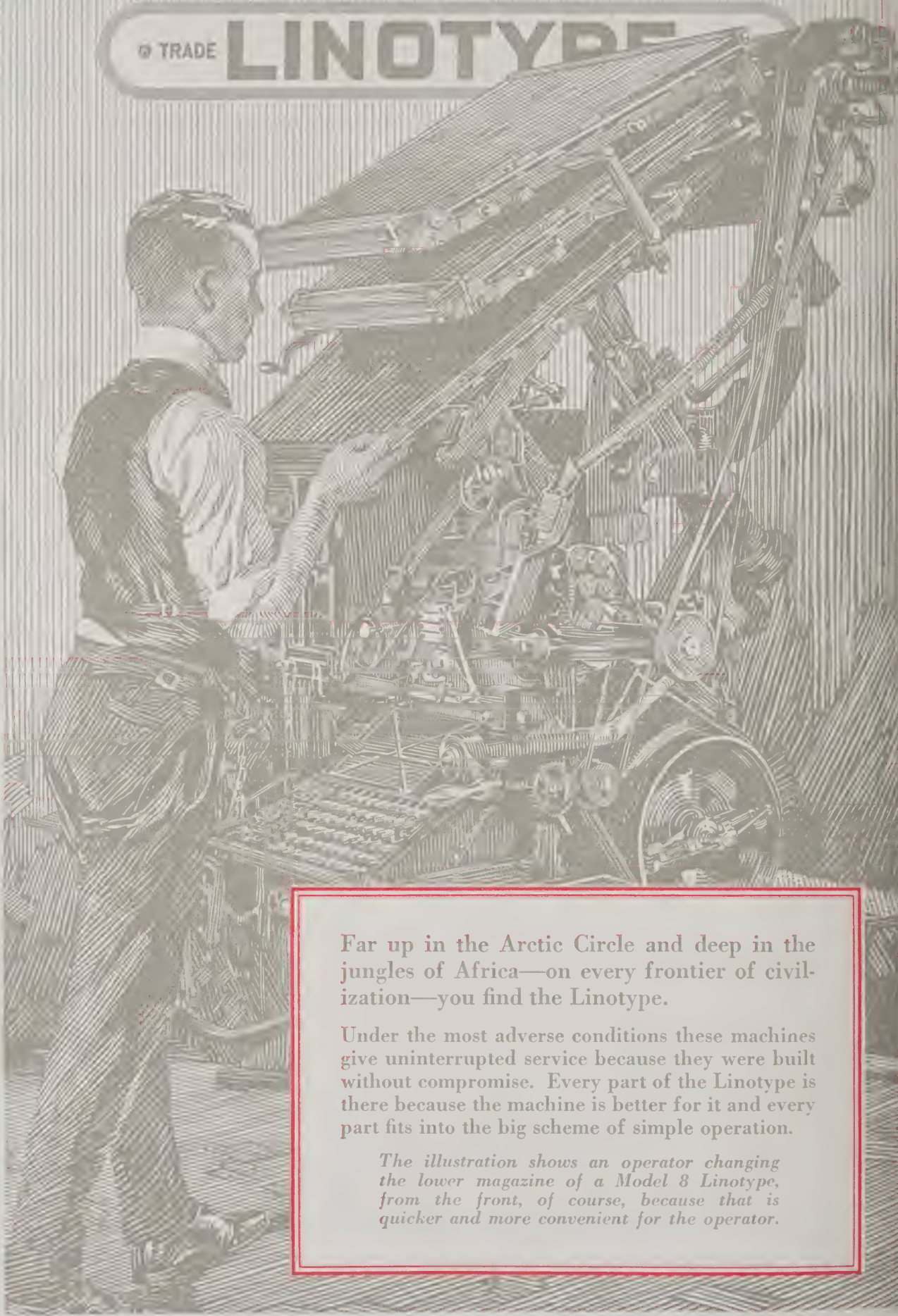
Ad Mediums for the Small Shop—IV

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The illustration shows an operator changing the lower magazine of a Model 8 Linotype, from the front, of course, because that is quicker and more convenient for the operator.

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

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SEPTEMBER, 1922

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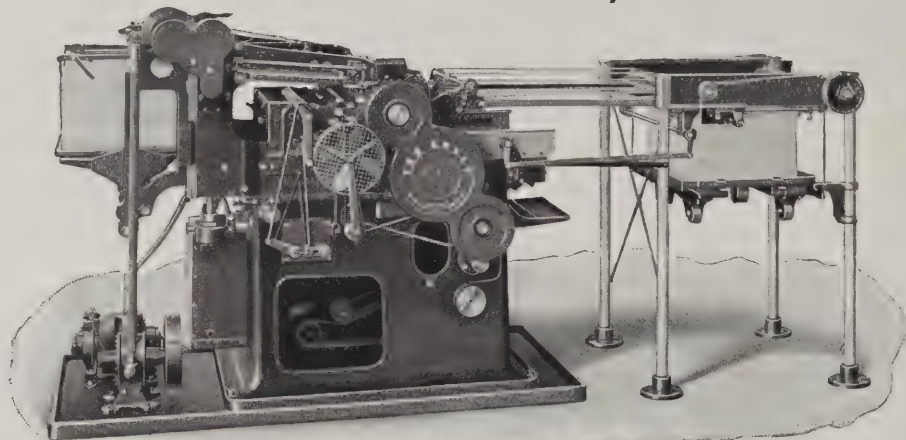
No. 12

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Job Press Printer: *If you have longed for SUCCESS* do as many others have done—**Kellyize & Realize**



Kelly Automatic Job Press, Style B, Also sold without Extension Delivery, which is an extra

MANY small Job Printers who, with some hesitation, bought one Little Kelly, are now using two or three. The first seemed a big buy; but soon came the proof that no other press pays for itself so quickly. Having done that, it provides the profits out of which a second Little Kelly may be added.

To merely buy a mechanical feed to displace a hand feeder, and save part of his wages, doesn't lift a job printer out of the rut. The mechanical feed saves a little, but labor cost per each hundred impressions is much less on the Little Kelly because the speed is doubled, at least, and one pressman may run two Little Kellys. High output and low labor cost ensure extraordinary profits.

The Little Kelly prints larger forms, and does work of better quality, enabling the job printer to print for customers whose work automatic fed platens could not do. Much of the work usually done on pony cylinders can be done more profitably on the Little Kelly, by splitting forms, because the Little Kelly runs nearly twice as fast with one pressman on one, or even two Kellys.

When you buy a Little Kelly it is delivered complete, with a heavy iron base, two motors, Monitor control, dynamic brake, cast rollers and a chase. An instructor is sent without charge, except traveling expenses, when travel is necessary.

[Can't Afford a Little Kelly?] To get ahead and build up a more profitable business courage and effort are necessary. Many printers who have utilized their financial resources to the limit to buy their first Little Kelly are now on Easy Street. Had they compromised and taken only a quarter step upward with a less effective press, they would still be plugging hard in a rut. Take courage and ask the manager of our nearest Selling House or agency to give you the names of small job press printers who have two or more Little Kellys. Then ask these users how they did it. What they did other ambitious printers may do.

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

American Type Founders Company

Developer and Manufacturer of the Kelly Press, and also to
BARNHART BROS. & SPINDLER, Washington (D.C.), Dallas, Omaha, Seattle; and TORONTO TYPE FOUNDRY COMPANY, Ltd.,
for Canada east of Port Arthur.

Ben Franklin Monthly

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The Didot Family—Typefounders

A Resume of the Work in Typographic Design of a Famous French Line of Typefounders, Printers and Publishers

By DOUGLAS C. McMURTRIE

Conde Nast Press

THE two great innovators in type design in the eighteenth century in France were Fournier le Jeune and Ambroise François Didot. Fournier and his work have been briefly described in the last issue of the Ben Franklin Monthly. It so happens that the insert which missed the last issue through mischance of transportation and which appears in this issue, is set in Didot type, a face celebrated in French printing history. It seems, therefore, appropriate to deal with the creators of the Didot type in the present article.

The Didots, like the Estiennes, their illustrious predecessors, were printers not for one but for many generations. The first of the line was François Didot, who established himself in 1713 as a printer and bookseller "At the Sign of the Golden Bible." His eldest son, François-Ambroise Didot, was the first to gain eminence in the typographic field. He made an improvement in the typographic point system originally devised by Fournier, and his units of measurement are used today throughout Europe, where the "Didot point system" universally prevails.

An even greater accomplishment was the design of the first series of Didot type. This was perhaps the earliest of the "modern" types with the accentuated "thicks and thins." François-Ambroise Didot was not himself a letter-cutter but he designed the types and the engraving of the punches was done under his direction by Wafard.

Pierre Didot, his eldest son, known as Didot aîné, succeeded to the business in 1789 and earned great fame as a printer. Meanwhile his brother, Firmin, who had been cutting punches for his father, added still more lustre to the family name by perfecting and recutting the Didot type. The achievements of Pierre as a printer were recognized by the government, which transferred his presses to the Louvre, whence were issued the famous *Editions du Louvre*. In this series was the *Racine*, which was adjudged by the jury at the Exposition in 1801 to be "the most perfect typographic production of all time."

The Didot specimen issued in 1819 showed types from six to twelve point inclusive at half-point intervals. Thus there was 6 point, 6½ point, 7 point, 7½ point, and so forth. The series in many respects is one of the most remarkable accomplishments in the history of

typefounding, and although all the punches were cut by hand, the types are so uniform in design that differences can hardly be detected even under a magnifying glass.

In the introduction to the 1819 specimen, Firmin Didot says that all the punches were engraved under his direction, the designs representing certain departures from accepted forms, particularly in the g and y. For ten years he had devoted about three hours a day to this work, collaborating with Vibert, one of the most skilful punch-cutters of the day.

The business operated by Pierre and Firmin later passed on to Jules, the son of the former. For reasons unknown it was sold in 1827. In 1828 the government of the Low Countries bought the equipment of the printing office and foundry. After a varied career, the details of which are not important, the punches and matrices in 1850 were sold at auction and bought by Joh. Enschedé en Zonen, at Haarlem, Holland, in whose possession they are today. A set of matrices, presumably strikes from the same punches, belonged to the Fonderie Générale in Paris, going next to the Beaudouire foundry, and remaining today in the hands of G. Peignot & Fils.

The interesting feature of the Didot types, however, is their resemblance to the Bodoni types, which latter are fairly well represented by the "Bodoni book" face now in use in this country. Giambattista Bodoni has been widely heralded as the creator and designer of a new type family. Is this reputation well founded? The subject is one which deserves careful study. It hinges largely on dates.

In a recent two-volume study of the history of type design Francis Thibaudeau fixes the date of the first Didot alphabet as 1757, which was prior to the appearance of any of Bodoni's types. I asked M. Thibaudeau his authority for this date and he has written me as follows: "No author and no document, so far as I know, has fixed the precise and authentic date of the first engraving and first casting of the original type of François-Ambroise Didot, the first engraver and founder of the family. Mr. Louis Prunierès, however, former director of the *Cercle de la Librairie*, and placed in consequence in the very midst of the most complete documentation, has been able to state in his lecture in the course on practical bibliography: From 1757 he [François-Am-

broise Didot] had engraved in his own office the types with which he printed.' I refer to this authority."

In French typographic circles it is said to be a matter of common knowledge that Bodoni, who stayed for a time with François-Ambroise Didot, went back to Italy carrying in his baggage the new types and the typographic secrets of Didot.

It is worthy of note that Didot types quickly sprang into popularity throughout Europe and were copied by a number of founders. Gando in Paris and Unger in Berlin are outstanding examples of this practice.

Ambroise-Firmin Didot in his well-known *Essai sur la Typographie*, published in Paris in 1851, gives some rather meagre details regarding the record of his family. Let us examine his dates, the work being arranged chronologically. Under the heading 1753 we note that François-Ambroise Didot was in that year registered as a printer. Later on is the notice in this statement: "He had engraved and cast in his establishment by Wafard, for whom he provided the esthetic

direction, the first types of his printing office." It is related further that the work of Wafard was soon surpassed by that of Didot's son, Firmin. We know that Firmin was born in 1764 and cut his first types in 1783.

Between 1780 and 1784 François-Ambroise Didot issued the Dauphin series of French authors which were set in his types and are excellent examples of printing.

The elder Didot was engaged in the printing business from 1753 to 1789, a period of 36 years. As every reference to him emphasizes his prowess as a type designer, it is reasonable to suppose that he began his typographic efforts within the first twenty-two years of his professional career.

No definite determination of this question can as yet be made. Further light can be thrown on the matter only by a detailed typographic analysis of the books printed by Didot and those printed by Bodoni. It is my hope that some student may be induced to undertake this analysis, and that authorities on printing history will contribute to the discussion.

Mass Production At Lane High

Lane High School, Chicago, Publishes Three Papers and Turns Out Job Work in Quantity Without Slighting Quality

By ROBERT McKNIGHT

AS reported in Ben Franklin Monthly for May, Philip McNamee of the Hibbard High School, Chicago, seeks principally to perfect the craftsmanship of his students. He endeavors mainly to develop their latent artistic talents and to apply them to the art of good printing. With him the volume of their production is secondary.

At the Lane Technical High School, also in Chicago, the plan of John A. Anderson and his assistants, A. L. Langdon and Louis Wade, is somewhat different. They seek to secure quantity production of printed matter.

Yet they by no means lose sight of craftsmanship. The mere fact that the Lane exhibit of proofs of hand set-ups won first place in the state-wide school contest held at the Illinois capital, Springfield, suggests that. Anderson prepares his boys to be good, fast workmen in big printing shops where no more than standard quality is insisted upon. And he seems to have hit his mark.

The Lane Press publishes three papers: *The Lane Tech Prep*, a monthly; *The Lane Tech Daily* and *The Lane Tech News*, the weekly of the evening school. Students in the printing department collect and write the news, articles and short stories of all three papers. They also make the illustrations, but all of the engraving is done outside in commercial plants. The June graduates' number of the monthly ran to ninety-six pages.

When I visited the school I found the classes busy setting the text of a sixty-page booklet on radio. Lane ranks high among the technical

schools of the country teaching this new and fascinating scientific sensation and perhaps even higher in the making of serviceable and inexpensive receiving apparatus. Instructors in the radio department had written the booklet and had given it to the school printers to turn out. It was to be sold at the Chicago Radio exposition and at the Pageant of Progress.

This job was being set by linotype, being set accurately and quickly by the boys themselves. They were printing the entire run and binding the pamphlets by saddle stitch. They had just finished printing a program of the school dramatic club, a program numbering sixty-four pages, mostly advertising and tabular matter. Mr. Anderson considers that quite a creditable job for his boys to complete satisfactorily.

Lane is a persistent and wide advertiser. The school puts out posters giving general publicity to their night and Summer school courses and they supply moving picture houses with advertising slides. The printing department prepares and prints all advertising matter for the school.

Lane also turns out considerable advertising matter—booklets, pamphlets, folders and placards—for the Board of Education, supplies for various schools in the system. Occasionally, the printing department does an outside job, something for a neighborhood business man, an advertiser in *The Lane Tech Prep*.

The exhibit which won the 1922 Illinois state prize was made up of well-balanced set-ups of letterheads, business cards, advertisements, title

pages, menus and invitations. The examples show painstaking in their setting.

Students in the day classes combine English, mathematics and drawing with their instruction in printing. One hundred and fifty students are attending the courses in composition, proofreading, presswork, color mixing and linotyping, one and a half hours daily for two years. Graduates are rated as "two-thirders" and given apprentice cards.

At night Mr. Anderson instructs active printers. He requires that they be working at the trade in some capacity. He teaches them monotyping, imposition and layout and advanced work in all subjects. The course runs twenty-two weeks from September to March, two hours a night, four nights a week. Always there is a waiting list of seventy-five to eighty, a list of printers anxious to learn more of their art.

The Summer school, running eight weeks, offers courses similar to those of the day classes during the regular school year. In them students may make up credit amounting to two-thirds of a full semester.

According to the director, graduates of the school have met with signal success in commercial shops. He says that three-fourths of these who have finished the course are working at the

trade, that Lane boys are employed at Regan's, Hall's, Donnelley's, Cahill's, Spencer's and Barnhart Brothers & Spindler.

The plant is probably as well equipped as any high school press in the country, if not better. They have two Miehle cylinder presses—No. 2 and No. 4 Linotype and Monotype machines, two job presses, a paper-cutting machine, Boston stitcher, a large stock of type and in each type face they have the full series, something many commercial plants lack.

PLANS FOR ROME MEETING PROGRESSING

THE Second General Meeting of the International Chamber of Commerce will be held in Rome, Italy, March 18-24, inclusive, 1923. The present indications are that there will be from two to three hundred American business men in attendance at this meeting.

The American Section of the International Chamber is desirous of creating a broader interest in international affairs and to this end invitations have been extended to chambers of commerce and trade organizations in the United States to participate in the Rome meeting. Invitations have also been sent to a large number of business men throughout the country.



Hand Composition Room, Lane Technical High School Chicago, Department of Printing

Features, A Newspaper Asset

“The Touch That Grips the Heart” Is the Touch That Touches Your Subscribers’ Pocket-books With Results

By EDGAR WHITE

THE feature story is an interpretation of the news story. The rule in news writing is to present tersely the essential facts. The feature story gives small, related facts that are intended to add to the interest. In news writing you have no time for all these small facts. You tell what happened and then stop.

The requisite of the feature story is that it shall be entertaining as well as informative. The running gears for good stories lie in every city, town, village and hamlet. The small town editor does not always see the interesting things he meets day by day. That is natural. The man who struck Billy Patterson was an unsung hero in his home town, because the people there had been touching elbows with him every day, and he just seemed an average chap like the rest. The staff man for a city paper ran across him, got the story of how he came to hit Billy, took his picture and printed two columns of entertaining reading. The home town newspaper reprinted the story, and “the man who struck Billy Patterson” became famous overnight.

A newspaper man visited a Missouri town, and was told by the local editor that there was nothing doing there in a news way. But before nightfall he learned there lived in the place the greatest horse and mule buyer in the world, a man who took part in the most northern battle of the war between the states and an old shoe-

maker who believed the world was flat and could prove it!

A very good friend of mine, Dan Hall, a farmer, took the position that Ground Hog Day was Feb. 14 instead of the 2nd. We had a little story about it. In course of time Hall announced his candidacy for presiding judge of the county court. I suggested it might be good policy to keep still on Ground Hog Day being the 14th.

“Thunder and lightning!” he blazed, “I’m going to make that the campaign issue!”

And he did. He got him a groundhog or woodchuck, had himself photographed with it, and scattered the pictures. He was triumphantly elected and served two terms as presiding judge. A dozen papers—perhaps a great many more—printed feature stories about the Missouri judge who ran on groundhog day as a campaign issue.

This briefly sketches the sort of features one runs across in small towns. Some of the large publishing concerns lay down a somewhat different yardstick, because they weigh each story on the basis of national appeal.

It was a feature story of Keokuk that aided in interesting capital in the construction there of one of the greatest power dams in the United States.

Feature stories of the Hannibal cave in which “Tom” and “Becky” were lost, as described in Mark Twain’s entertaining juvenile book, “Tom Sawyer,” led cement men to investigate the peculiar rock forming the cage and resulted in the establishment of a great cement plant employing more than 1,000 men, and the investment of several million dollars, a most productive enterprise for Hannibal.

A western editor, running across a Chicago Sunday paper which published some of Shakespeare’s more noted plays, condensed and written in story form, under sensational headlines, thought he would try out the idea. He put his writing men on Hamlet, Macbeth, King Richard III, Othello and Romeo and Juliet. It made a most exciting spread. The paper hadn’t been out an hour before people began telephoning in, asking questions. The police station reported that it was holding a man who was suspected of being an accomplice in the murder of Duncan. A hard-boiled citizen reviled the paper for trying to make people believe there were ghosts, and he thought the story of that crazy Prince Hamlet was silly. Most of the readers had never heard of Shakespeare, and they were a bit worked up until they learned the source of “those wild-eyed yarns,” and then they denounced the editor as a “faker.”

So it is well for one to study carefully his constituency before he adopts another man’s idea. The thing that might create laughter in one town might start a riot in another.

The feature story, however, has a most solid



Drawn by J. Edgar Miller.

“—As Safe as if Protected by a Stone Wall—”

reason for its existence. Above all things, the paper must be interesting.

If it is not all your hard work on advertising and circulation goes for nothing. If your neighbor gets out a better paper he is going to get the business. The people have the keenest scent for what a newspaper should be. You can't fool 'em for one blessed minute. There is so much good printed stuff handy these days that the average man or woman has become wonderfully discerning.

For a paper to print the trivial is to commit suicide. When Mary Jane goes to a neighboring town a recital of that fact doesn't even interest Mary Jane.

I do not place the feature story ahead of the news and the editorial. But it has a very decided place in the paper. If it causes subscribers to grin you're making friends. If it has a tender, pathetic touch your readers will like you for having helped to stir the better part in them. If there's a thrill or two they'll go joy-riding with you gratefully.

The purpose aimed at by those who write features is to stir some human emotion that will react in a kindly feeling toward the paper for presenting it. The big thing is humor. It has the right-of-way. The world is worried and anxious. It wants something at which to laugh. It is a healthful desire.

Two children—"tiny tots" they are called in some news rooms—lost a couple of pennies in a cable-slot midway of a busy New York street. To them it was a tragedy—all the money they had in the world. They stopped and reached into the slot with their tiny fingers. Horses were jerked frantically and reared. People shouted and swore. Cops came running, their clubs brandished. Everybody was asking what the blankety-blank was the matter with the cable or whatever it was that was holding up traffic. In that crowded thoroughfare was just one oasis that was as safe as if protected by a stone wall, and that was where the children were peering into the black slot for their lost treasure.

A big policeman, breaking through the *cordon* of horses and vehicles gathered the small chaps up, one under each arm, and took them over to the sidewalk. People laughed and showered enough pennies, dimes and quarters on those two little kids to keep them in chewing gum, ice cream and candy for a year.

In *The Sun* that was made a prize feature story of the year. No cub was put on the job, but the very best staff man available, and the story, simple and natural as the rustle of the wind, went into hundreds of scrapbooks, and was copied in every newspaper that appreciated the touch that grips the heart.

It pays newspaper men to give some thought to this kind of writing. If a man on the staff shows any inclination for it he should be encouraged. Time is not wasted if painstaking care results in a good story. It builds the paper. The wide-awake advertiser appreciates the superior value of the paper that interests and is discussed by the people. The feature story can be made an important element in

developing that interest. But how is one to tell whether the subject he has is one that will interest? To be sure, that is the question. When you have found the answer your paper will sail smoothly into popularity.

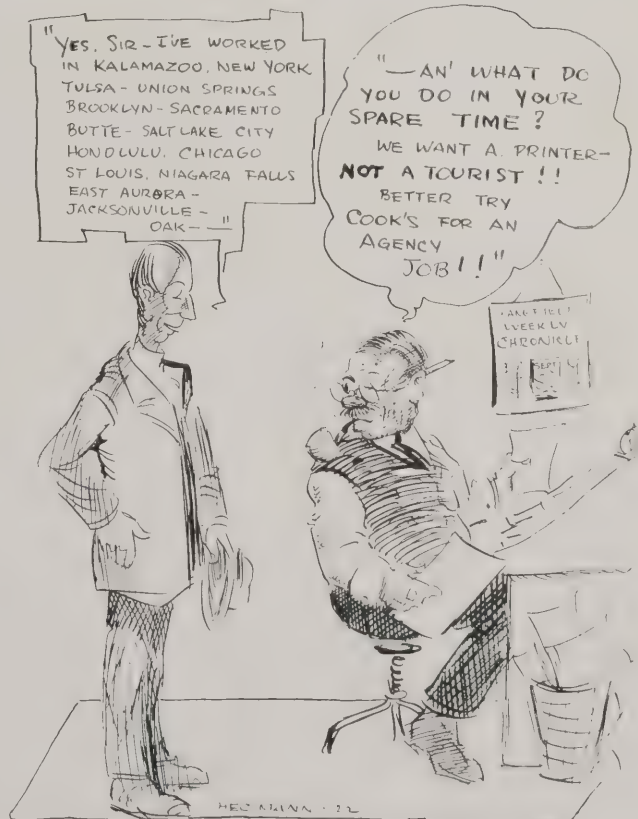
U. T. A. APPRENTICESHIP SYSTEM IN GOVERNMENT PRINTING OFFICE

FRANK P. HOWARD, president of the Washington, D. C., Typothetae, and Executive Committeeman from the Fourth District, in a letter to the International Offices writes as follows:

"There is one feature that I especially wish to call your attention to, and that is, the inauguration of the Apprenticeship System in the Government Printing Office. We are in close touch with the Public Printer and the Deputy Public Printer in this work, and we appreciate very much the splendid assistance given us by Col. Miller in sending Mr. Hawkins to Washington for a conference with the Government officials on this matter. Public Printer Carter and Deputy Public Printer Green have gone into the matter quite thoroughly with Mr. Hawkins and they are going to adopt our apprenticeship program and use our apprenticeship leaflets as a guide and for class instruction in their school. They have started this work by putting on 25 boys, and I am advised that later on they will increase this number materially. This will mean much for the industry and I am greatly gratified to have them tie up with the U. T. A. on this important matter."

AND ALL POINTS WEST!

By HEC MANN



Ad Mediums for the Small Shop—IV

By Means of a Simple Pulley a Man Can Raise a Little More Than His Weight; With a Multiple Pulley He Can Raise a Ton

By NOBLE T. PRAIGG

President of Praigg, Kiser and Company

IT IS because we are all creatures of habit that it becomes so necessary that we adjust business, in most instances, to the habits of those we want as customers. It isn't so much the way we would like to have business come as it is the way business has formed the habit of coming.

One time an Eastern printer wrote to me, saying that the advertising he wanted would have to be such as would cause the customer to come to him. When a business man wants to consult a lawyer or a doctor, he pointed out, he calls on the professional man. All of which is very fine from the standpoint of what the printer wants—but comes seriously into conflict with the way printing has been bought and sold since the days when the early typographers were indeed "called upon" at their printshops—because being their own general managers, bookkeepers, printers, pressmen, and janitors, they literally had no time to leave the shop.

So it is that the printer who seeks success these days must adopt one of two business platforms. He must possess that unique and uncommon worth and expertness which will enable him to have customers "call on him" or he must enter the lists with other aggressive printers and go after business with unremitting energy. Last month we laid a good deal of stress on the matter of intensive salesmanship, referring particularly to the two salesmen, one of whom skimmed the surface of his territory, the other of whom dug deeply into possibilities—and cashed in on his market to a vastly profitable degree. But personal salesmanship is only one instrument of selling, albeit one of tremendous power.

By means of a simple pulley, under the laws of mechanics, a man can elevate a weight equal to his own plus the raising power of his muscles. But with a multiple pulley, he can raise a weight of thousands of pounds.

By applying the multiple pulley principle to his selling, the printer multiplies his selling power just as in mechanics the pulley operator multiplies mechanical power.

It is a wonderfully productive trio of forces

which the printer commands—personal salesmanship, newspaper advertising, direct advertising. And because the latter so well illustrates in its physical impression the service which the printer provides for the printer's purposes, it perhaps may well be counted as almost equal in value to the first of the three.

But just as the successful salesman must know precisely where he is going and the purpose he intends to accomplish, when he leaves the office in the morning, so must the printer's advertisement be directed to a specific prospective source of purchase, by means of his mailing list.

Yet the printer's mailing lists are notoriously carelessly created and unskillfully maintained. So often he compiles a list of hopes rather than a list representing business which may be logically expected. And all too frequently after the list is once prepared, like the brook, it "goes on forever," with slight change and even less attention.

In this connection, an interesting story has recently come into print through the investigation of one house which wanted to find out what happened to a list of 1,000 names three years

When a firm using a mailing list checked it up after three years use, it found that of 1,000 persons 410 had changed addresses from one to four times; 261 had moved to parts unknown; 124 had already purchased a competing article; seven had died and one had gone to jail.

A total of 886 out of a thousand names were absolutely worthless to the firm and yet these 886 were being circularized regularly along with the 114 actual prospects on the list.

In this, the fourth of twelve advertising articles which Mr. Praigg is preparing for BEN FRANKLIN MONTHLY, he tells how to build a mailing list which will include only prospects and how to keep it up to date.

—The Editor.

old. The disclosure is startling:

410 people have changed addresses from one to four times.

261 have moved to parts unknown.

124 have already purchased the product.

83 have bought a competing article.

7 have died.

1 has gone to jail.

A total of 886 out of 1,000, or practically 90 per cent absolutely worthless names. That is to say, for every \$1.00 spent on the above list, 90 cents has been thrown away.

The absolute necessity of keeping a mailing list up to date is something that cannot be stressed too strongly. Every now and then we hear people say that direct mail advertising doesn't pay. What they really mean is that direct mail advertising sent to a list two or three years old does not pay.

Neither do lists representing mere large numbers of names pay. Far better to create a list of 100, 250, 500, depending upon the size of the selling territory, than to record names of countless business firms merely because they are in business. The printer who does a wide variety of work might well classify his mailing list so it might show, say, catalogs, special color work, general commercial printing, advertising-printing, office forms, etc. But for the average printer who does not divide his list into classifications, the all-in-one list is most easily created and handled. Further, the smaller and more simply maintained it is, the more frequently can it be addressed. Hence the more business can be drawn from it.

There are eight principal sources of names from which the printer can compile a productive, active mailing list.

They are, listed in their order of importance:

Classified Telephone Directory.

Trade and City Directories.

Membership List of Chambers of Commerce or Boards of Trade.

County Tax Records.

Records of Incorporation.

Reports of your own Salesmen.

News Items in Local Papers and Business Magazines.

Present Customers.

One successful printer who makes his mailing list pay big dividends carefully watches all current business news and whenever he finds an item about the formation of a new firm, changes in an old firm, announcement of new sales extension, reorganization, new incorporation, etc., he immediately sends a salesman to get in touch with possible printing which the change in business status makes a live topic.

Many printers also see to it that their salesmen realize keenly the tremendous importance of keeping a mailing list up to date. When firms change, when new purchasing agents are appointed, when a new buyer of printing is added to any given firm, the salesman should report the change immediately and the firm card should be changed accordingly.

For, of course, the mailing list will be kept on cards.

The most flexible method of handling a list of this kind is, for example, simply to take the Classified Telephone Directory, listing all firms there according to your own knowledge or your own judgment of their importance. Each name

should have an individual card, and the card should show, in addition to firm name (properly spelled), the right street address, name and initials of the "man to see," and at least six horizontal ruled lines should be provided on the lower half of the card on which can be noted reports from salesmen, data about the sending out of advertising material, record of inquiries, sales, etc.

But the best of lists can quickly become of dubious value. It has been estimated by authorities that even lists of well-founded local business firms change at the rate of 15 per cent to 20 per cent a year. If you have a mailing list of 200, for example, at the end of the first year—unless the list is maintained in proper form—you are likely to be sending your advertising to forty addresses which are of no value. Counting your postage, printing, etc., your cost on each item would be at least ten cents. Failure to keep the

(Concluded on page 62)

PICTURES

MAYBE you read a story in The Saturday Evening Post not long ago about a Van Roon picture—just a simple scene, a cloud touched by the sun, some trees, a windmill. That was all—but it was a priceless masterpiece.

There are thousands of artists who will see the same setting. But how many "Van Roons" are there?

Printing, too, is a picture. Maybe it is only a shipping tag. But there are degrees of excellence in shipping tags just as there are degrees of slovenliness or slip-shod, smudgy workmanship.

In this printing plant we strive at all times to present for you the most skillfully produced typographical picture which experienced printers and modern equipment can produce.

YOUR NAME HERE

Telephone

Street and Number

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Thirteenth of a series of fifty-two newspaper ads prepared by Praigg, Kiser & Company for readers of BEN FRANKLIN MONTHLY. Three more for September will be sent free upon request. Set two columns wide—six inches high.

“ASIDE FROM THAT IT’S ALL RIGHT”

By WILL RANSOM

Warren’s Papers—Two of the current series of brochures, recently received, show *Silkote* and *Olde Style* in various uses. Both are excellently planned and executed, and the manufacturers deserve the thanks of all printers for making their advertising matter of definitely helpful benefit to all users of paper. It is interesting and encouraging to note the spread of this practice in the past few years and the promise for its continued increase—the practice of manufacturers making themselves a clearing house for receipt and distribution of information and suggestions pertinent to their trade.

Hyde Park Printing Company, Chicago—The appearance of the blotter is very good; the “Neighborhood Stores” hanger is not so good. The use of a lower case initial in color on the blotter is an attractive feature, but the rest of the first word should also be lower case. The layout of the hanger is, in intention, all right, but three violently different styles of decoration should never be used on the same job. The initial ornament and the four round spots are particularly inexcusable.

Blakely Printing Company, Chicago—I like the “Background” brochure better than the previous one. The color harmony is excellent and there is more restraint and, therefore, more dignity and attraction. Gray ink on gray paper is a bit difficult by artificial light, but this is a “daylight” job and should be judged as such. Slight changes of the margins on the inner pages would have balanced the spread better.

The Hampshire Paper Company of South Hadley Falls, Massachusetts, have issued a booklet showing miniature letterheads on various colors of Old Hampshire Bond. They are all attractive, but, from a printer’s viewpoint, the engravers and lithographers seem to have the best of it. There is not a single typographical specimen in the group.

From the Nashville Printers Club comes a memorial to one of their members, deceased: Mr. Charles H. Brandon. This is a case where printers, possessed of taste, good craftsmanship, and a desire to record an important event, but without the artist’s viewpoint which would have unified the result, have just failed of their intention.

The foregoing comment suggests a point which has been mentioned many times before, but which is important enough to bear repetition. It cannot be expected that a printer, no matter how fine a craftsman he may be, should have the training and experience which an artist brings to his consideration of a typographic

design. The artist, by natural inclination and training, approaches every problem of presentation as a whole, creates an idea of its entirety, and then divides the idea into its component parts. It is because he thinks that way that he is an artist. The printer, on the other hand, is normally concerned with details first and “doesn’t know how the job is going to look until it is done.” There are a few printers who have the artist’s viewpoint, and it is a matter of history that they are the outstanding figures in the craft. But such a combination is rare, and the simple solution for a printer who realizes his lack of art knowledge is for him to effect a working agreement with an artist, whose suggestions and opinion will certainly add a practical monetary value to printed matter far in excess of the usual slight charge for such service. Incidentally, most artists might learn, to their advantage, something about the graphic processes.

Con P. Curran Printing Company, St. Louis, Missouri—“Playing with Dynamite” is a folder with a distinct appeal. The photograph of an explosion is interesting, and the copy ties up with the idea very well indeed. But, next time, don’t let your lettering man use a thin, “fashion-ad” italic for such a sturdy subject.

On that Next Order
for
PRINTING



Why not

THE STETSON PRESS
INCORPORATED
375 Broadway
Boston

Cover Page of a Folder from The Stetson Press, Boston

Inside Page of Stetson Press Folder



The Tribune's Experimental Coloroto Press at the Pageant of Progress

“Coloroto” And the Chicago Tribune

Need for Color Without Sacrifice of Speed Has Led to Development of Newspaper Color Rotogravure for Sunday Section

By RICHARD E. BAKER

VISITORS marooned on Chicago's Municipal Pier during the Chicago street car strike had one thing to be thankful for if they were printers. They could put away disturbing thoughts of the hard side-walks and the walk home by strolling over to the booth of the Chicago *Tribune* and looking over the greatest innovation in the history of newspaper printing.

England has a newspaper printed entirely by the offset process—type, illustrations and all—but it remained for the self-styled “World's Greatest Newspaper,” a typically American organization to develop and use color rotogravure in printing a Sunday section.

That is exactly what the *Tribune* has done. In a booth on the Municipal Pier during Chicago's Pageant of Progress, (better known in Chicago as “The Pageant of Profits”) the experimental press on which the process was de-

veloped was kept busy running off the four-page folder bound in this issue as an insert. The booth was one of the great attractions of the Pageant for everyone is interested in unusual printing processes, and here was an opportunity for the thousands who read the *Tribune* and look at the colored pictures in the “Coloroto” Section to see just how it was done.

An interesting announcement published by the *Tribune* recently and containing the accompanying diagrams showing the difference between the relief, surface and intaglio methods of printing reproduced herewith, contains the following interesting explanation of the “Coloroto” process:

“The development of color in newspaper printing has been one marked by a ceaseless struggle against great difficulties. A newspaper, because of its circulation, Continued on page 56

What the Boston Show Showed

From Hand Presses to Miehles and From Manuscripts to Multiple Production the Show Told a Marvellous Story

By ROBERT O. BALLOU

JOHN J. DEVINY, of Washington, D. C., is president of the International Association of Printing House Craftsmen; Buffalo will entertain the craftsmen at their next convention; the name of the association remains unchanged through the defeat of a motion to make the name "International Association of Graphic Arts Craftsmen." These are the outstanding news features of the Third Annual Convention of the craftsmen held in Paul Revere Hall at Boston in connection with the Second Educational Graphic Arts Exposition in Mechanics building.

Other officers of the Craftsmen for the ensuing fiscal year are: Harvey H. Weber, Buffalo, first vice-president; William A. Renkel of New York, second vice-president; Edward W. Calkins of Boston, treasurer, and L. M. Augustine of Baltimore, secretary.

There will be no exposition in connection with the 1923 convention at Buffalo, but there may be one in 1924 if the craftsmen of the city chosen for the 1924 convention wish to hold one.

Of the Boston exposition one could write a book of news and comment without exhausting the material at hand. From the Stephen Daye press and the Goudy exhibit of manuscripts, incunabula and other early printing to the Miehles, Millers, Premier and Potters, Babcocks, Linotypes, Monotypes and all of the other wonderful mechanical beasts of modern printing, and the Honor Hall, containing specimens of fine contemporary printing, the show was a vast laboratory of rapid graphic reproduction.

How much of it was appreciated by the thousands who thronged the great building is a matter of conjecture. One visitor, looking at a leaf from the forty-two-line bible and a page of twelfth century English manuscript in a case at the Monotype booth turned to Mr. Goudy and asked, "Were all these done by the Monotype?" This is told in the hope that I am furnishing instructors in printing with propaganda to be used in arguing the need for education in the print-

ing industry. It is simply additional evidence.

"We live in the present for the future by the past, which is our guide," wrote Mr. Goudy in the special Graphic Arts Supplement to the *Boston Transcript*, published during the exposition. Nowhere was this code of living more apparently in force than in the Monotype booth where these

almost priceless specimens of early printing from Mr. Goudy's fine library rubbed elbows with the latest Monotype equipment in operation and specimens of modern fine printing produced in Monotype typography in recent numbers of *Monotype*, the Lanston house organ.

One could go on from this point easily into a long discussion of the contributions which these two great forces, Frederic W. Goudy and the Lanston Monotype Machine Company, have made to the industry and to the interesting plan which the Monotype Company is carrying out now of showing fine Monotype work by "farming out" its bulletin to a different master printer each issue. But there is much else



JOHN J. DEVINY OF WASHINGTON
New President of the International Association of
Printing House Craftsmen

to be said in little space.

There are the booths of the Mergenthaler Linotype Company, for instance, in one of which new Mergenthaler equipment was contrasted with a Model One Linotype which has been in constant operation in the office of the *Cambridge Chronicle* for over twenty-six years. In the other booth was a large exhibit of correct Linotype typography embracing a large number of beautifully printed books.

As usual, there was a large amount of Linotype advertising literature which wise printers took home with them and a new issue of the *Linotype Bulletin*, which seems to be unusually fine set in the beautiful Linotype Benedictine series. The Mergenthaler Company has deservedly won the reputation of producing advertising material which is highly educational in value. A set of the best of their publications for free distribution comprise a valu-

Continued
on page 45

A FEW BOOKS FOR PRINTERS

Discussed by EDWARD KERN

ANOTHER "WILL RANSOM" BOOK

ONCE in a while there slips in among the text books and treatises and Guides to Success in Business, some slim little volume seemingly related in no wise to these imposing tomes. One pulls it out of the pile first, always. This time it is a collection of verses by Power Dalton, "Star Pollen," very lovely lyrics which Will Ransom printed at his private press on Tuscany hand-made paper, and had bound in royal purple paper boards. Not only the content, but the book itself is lyric in its beauty of design, perfection of workmanship, impeccable typography.

This is the second publication from Mr. Ransom's press, at 14 West Washington Street, the first having been a collection of poems by Oliver Jenkins called "Open Shutters", which came out this spring. Though this volume is unusual in its nicety of printing and makeup, *Star Pollen* surpasses it in some points of artistry. Printed in italic type throughout, with a designed title

page in color, and four initials in that beautiful harmony of color and design which is one of Mr. Ransom's best achievements, this book is one of which the two artists who created it may well be proud. The accompanying reduced reproduction of the first poem in the volume gives an idea of the page proportions and initial design, though it does not, unfortunately show the exquisite terra cotta coloring of the letter design.

Two hundred fifty-nine copies of the book have been printed and the type distributed. The price is three dollars. The book may be ordered through Ben Franklin Monthly.

Though the verses themselves are most worthy of comment, no detailed discussion can properly have place here. A general statement, however, of Mr. Ransom's basis for selection of material for publication, quoted from his announcement of the opening of his press, is pertinent and interesting: "In the selection of literary material, my interest in our present time takes precedence. Believing that we are even now in the beginning of a renaissance of all the arts, my sympathy is primarily with the younger writers who are just coming into expression. To offer them opportunity for presentation I am issuing a *Series of First Volumes*, each the initial publication of a new author. It is for these fresh voices, even more than for my own work, that I bespeak interest and patronage."

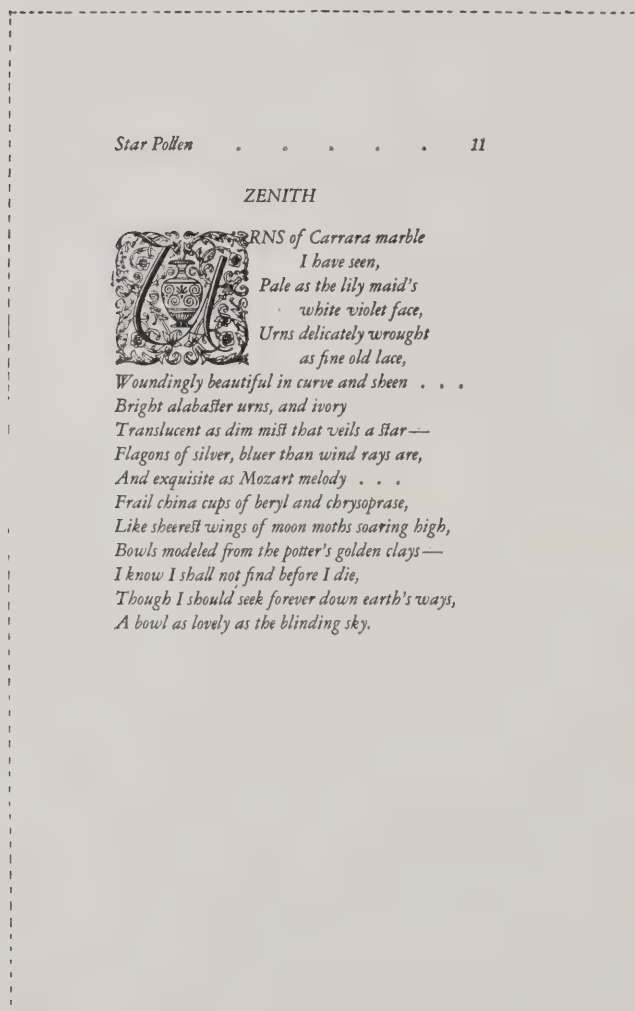
SOME ROBIN HOOD VERSES

ONE of the nicest things a collector can do for his book-loving acquaintances is to share with them the delights of his literary hoard, permit them to ramble through his rare first editions, finger his treasured manuscripts and peruse his ancient vellum-bound volumes whose hand-made paper and ink still resist time's efforts at obliteration.

But with only a few, comparatively, can the collector share in this intimate way, and if he wishes to pass the pleasure on to many people he either must give over his treasures to some public museum, or find a method of reproducing their art with such skill that little of beauty is lost in the process. This last is the idea carried out with success by Mr. Luther A. Brewer, of the Torch Press, Cedar Rapids, Iowa, in his privately printed edition of Leigh Hunt's "Ballads of Robin Hood" completed last month.

Mr. Brewer has reproduced in this edition some twenty-five stanzas of Hunt's original draft of the verses, in handwriting, together with the verses as they appeared in printed form; a comparison which shows, to those who can decipher Hunt's difficult calligraphy, interesting variations from the original in the printed ballads.

The verses are beautifully printed on heavy uncoated paper, and prefaced by an excellently



A Page from Will Ransom's Latest Publication. In the Original the Initial Is in Terra Cotta

reproduced etching of the author at the age of 66. A folded sheet of Italian hand-made paper (Fabriano), of an exquisite delft blue color, forms the cover.

THE ADVERTISING MAN— A COMPOSITE CHARACTER

PRECEDED by "The Teacher," "The Engineer," "The Newspaperman," and "The Ministry," Earnest Elmo Calkins's "The Advertising Man" forms the fifth volume of Charles Scribner's Sons' "Vocational Series," a set of books "designed to lay before the youth who is about to decide on his career the various advantages and limitations of each profession, but especially the natural talent and kind of ability that will particularly adapt him for each of them. The question of how best to start, of what the necessary education consists, in what ways it is possible and advisable to specialize, the importance of the profession to the individual and to the community, the benefits in the form of financial compensation and in the nature of the life which he will lead—all these are discussed by an authority who has been eminently successful in his chosen field."

The idea of such a series is obviously good, and Mr. Calkins's contribution seems to fill the requirements of it as quoted above from the publishers' statement. His experience as a member of a large New York advertising firm, together with a goodly amount of understanding and a direct, lucid literary style, make "The Advertising Man" readable as well as informative. A good advertising man, says Mr. Calkins, "is, among other things, a combination of stenographer, shipping-clerk, salesman, college professor, author and reporter."

A list of books relating to advertising, including works on Printing and Selling, are appended. The volume was published in March of this year. It sells for \$1.25.

NEW SECTION ADDED TO BRITISH PRINTERS ANNUAL

A SMALL section covering the private presses now in operation in England is a worthwhile feature which has been added to the content of "The Master Printers Annual and Typographical Year Book for 1922." A short history of each of the eleven presses listed, together with the aims and work of the owners and the books published by each forms a most interesting account.

For the rest, the table of contents is as usual, listing a review of the year, the 1922 printers' calendar, the year's contributions for unemployment and health, alliances and labor agreements entered into by the federation of master printers, the Joint Industrial Council and its report for the year, (the second of its existence), a legal article covering the laws concerning imprint, libel, copyright and indecent literature, Who's Who in the Printing Trade, and the usual directions of Trade Unions, Foreign Associations, Kindred Associations.

The "Review of the Year" shows that 1921 was as gloomy a year for the printing business

in England as it was for the United States, and there, as here, "the increased cost of printing, due mainly to higher wages, resulted in a progressive decline of printing orders." The new English "Corporation Tax," analogous to our income tax, is also given as a cause for depression in the industry there. Though general reductions in wages came into effect in the printing industry as in others, still "lack of orders naturally led to much unemployment, although both employers and employed did their best to lessen the evil by arrangements for working short time."

A bibliography of practical books for printers, classified and annotated and listing nearly one hundred and fifty volumes by British and Foreign authors, together with a list of fifty-nine printing trade papers of all countries with description and prices enhance the Annual's value as a reference book for anyone interested in printing and allied trades.

The editors are R. A. Austen-Leigh, president of the London Master Printers' Association, and Gerard T. Meynell, managing director of the Westminster Press and The Fleet, Ltd. The book is published by Spottiswoode, Ballantyne & Co., 1 New Street Square, E. C. 4, London, and printed at the Westminster Press, Harrow Road, London. It is printed in a very readable black type on uncoated book paper, and bound handsomely in scarlet cloth. It contains 468 pages, exclusive of its appended trade directory and tables for printers and stationers. Altogether, the book seems to be what its editors in the preface say they have tried to make it, "as complete and correct as possible." The price is twelve shillings six pence.

FRESH AIR PRINTING ON LONG ISLAND SOUND

FROM the Condé Nast Press at Greenwich, Connecticut, comes a most sophisticated brochure, printed on Rives deckle-edged paper, bound in "Florentine" of a beautiful terra cotta shade, and telling all about its simple village life thirty miles from the greatest of American cities.

This story of the Condé Nast Press, entitled "A Modern Printing Plant in the Country," presents a most interesting and unusual situation, for very few large American manufacturers, or foreign either, for that matter, have considered country life practicable for their industries. To the writer's knowledge only a small number of large plant owners aside from steel makers, including a New Jersey shoe manufacturer, and an Iowa calendar manufacturer have been willing to face the problems of housing and labor supply in small towns. To these few belongs this huge printing plant, whose property is twenty-five acres in extent, and whose workmen live within ten or fifteen minutes travel from their work. Illustrations of the plant, which was designed and built for its present use, show well-equipped work-rooms, modern machinery, and windows everywhere. Water is provided from a private artesian supply system. If other wage and working conditions are equally good there should be a minimum of labor trouble in this plant.

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*We Live in the present, for the future,
by the past, which is our guide.*

—Fred W. Goudy.

THE OTHER POINT OF VIEW

ONE of the first purchases from Ben Franklin Monthly's new book department was a copy of Mr. Bonnet's "Employers Associations in the United States." The purchaser was a messenger boy from a union printing plant who said that the book was for "Jim," one of the workmen.

The editor, interested to find out why a workman was buying a book about his employer's association, went over to the shop and, after some searching found Jim. When asked why he wanted the book Jim delivered himself of a platitude which always has been true and always will be true. Said Jim:

"Well, I've always thought that if we knew more about each other we would have less trouble with each other. I'm a delegate to the Atlantic City Convention of the I. T. U. The U. T. A. will be discussed down there probably, and I wanted to know a bit more about it before I said anything."

Why draw the moral? It is as plain as a wrong font **A**. If all of the union delegates and all of the employers' delegates went into meetings in which they were going to discuss each other in the same spirit which is ruling Jim on his way to Atlantic City—yes, Annabelle, you are right. The millenium would be here.

THANK HEAVEN FOR ERASERS

WE made another unconscious error last month. The editorial headed "Do Not Camouflage Donations" credited to John Hill was originally written by Secretary W. A. Clark of the Interstate Typothetae, Erie, Pa., so Mr. Clark writes us.

Somebody else copied it and we copied it from that somebody else and there you are. All of which brings us to the wisdom of the office boy who says that rubber trees were made by the Creator immediately after man. He had erasers in mind.

THIS WAS SAID 1922 YEARS AGO TOO— BUT NO ONE PAID MUCH ATTENTION

ROGER W. BABSON, the financial expert, has this to say in a recent financial letter: "I am convinced it will be the labor situation which will bring to an end our present period of prosperity and throw the nation ultimately into chaos. The solving of the labor situation is wholly a question of religion. The wage-worker will never be satisfied with higher wages and shorter hours, any more than you and I are satisfied with more profits and a bigger house. Things never did satisfy anyone and never will. Satisfaction and contentment are matters of religion. Communities and industries, where right motives are paramount, have no serious labor problems. When both employer and wage-earner honestly believe that we are here in this world to serve others, the labor problem will be solved—but not till then. We employers should learn to give up, and labor should wake up. However, neither of us will do it except as we are actuated by religious motives. Both groups are largely actuated by selfish motives at the present time."

THERE ARE STILL SOME MISSIONARIES

AN editorial note in *Starch*, organ of the Calumet Ben Franklin Club, a group of the Chicago Typothetae strikes a note which should be the note of all organization work. The paragraph follows:

"*Starch* regrets exceedingly that President Theodore Hawkins, of the Chicago Typothetae, states in his invitation to master printers of Chicago: 'This organization serves only its members. It does not do general missionary work.' *Starch* aims to be a missionary agency, and hopes to reach every printer on the South Side whether he be a member of any trade organization or not, transmitting through its columns such matters of interest, both technical and social, as it can secure."

There are still some of us who agree with *Starch* that an organization representing any industry properly functions in behalf of the whole industry regardless of organization affiliations. That is the only way in which a constructive associational or general industrial program can ever be made successful.

PRINTING RANKS SEVENTH

THAT printing has become a more profitable business in the last ten years is demonstrated by comparing census reports, which show great increases in totals, although relatively lower rank. The printing business ranks thirtieth with a total value of product in 1919 of \$600,503,000. The publishing business is seventeenth among the forty leading industries of the country with a total of \$892,415,000. Combined, the publishing and printing business ranks seventh, showing increases as follows:

1909—Printing, \$250,926,000; publishing, \$406,090,000; total, \$657,016,000.

1914—Printing, \$307,311,000; publishing, \$495,906,000; total, \$803,217,000.

1919—Printing, \$600,503,000; publishing, \$892,415,000; total, \$1,492,918,000.

NATIONAL MAGAZINES LACK PAGE SIZE STANDARDIZATION

By G. A. HEINTZEMANN

THE accompanying picture shows fifty-seven leading national magazines. The photograph clearly shows that no definite standards of size are followed. Enormous wastes are the result of these variations. Advertisers and advertising agencies must constantly spend large sums for extra half-tones, electros, typesetting and other details because of this great lack of size uniformity. Publishers are necessarily paying higher prices for paper than would be the case if paper mill production was based on standard page sizes; or sizes that required four or five standard roll widths.

This variety of page sizes of general magazines and trade papers constitutes a tax on advertising and printing that should and could easily be eliminated.

A set of standards in sheet sizes or roll widths that would coincide with trade and directory sizes and to a larger extent direct advertisers' needs would result in practically co-operative buying of paper and printing. Standardize and you bunch or group orders for paper machinery and printing.

As the Secretary of Commerce recently said: "One of the first things to be considered by business generally is the advisability of standardization. Calculations indicate that by concentration, large sales and standardization, we can in effect release 30% of the power required for the present volume of production. Putting it in other words, capital will be 30% more productive."

A simplification of sizes would also greatly benefit the press and folding machine manufacturers who are now operating (especially those building machinery for magazine publishing) practically on a made-to-order basis.

Mr. Jackson Johnson, President of the world's largest show company, recently made a statement that applies particularly well to buyers of paper and printing.

"Buyers, sooner or later, pay all the costs of operating a business plus a profit to the owners. They must do so if the business is to be permanent and successful. If there is any waste, any unnecessary expense, any extravagant methods, the people who use the product are the ones to foot the bill."

Every special size paper causes waste of time, labor and money at the paper mills, and the consumers of paper, publishers, have to pay for the wastes these special paper sizes incur.

Standardization keeps factories running steadily throughout the year, cuts overhead and labor cost, simplifies merchandising problems and enables the manufacturer to give the greatest value to the consumer. In the final analysis you buy finished goods from warehouse stock instead of on a made to order basis. No matter how large your paper needs are a standard size of roll width will eventually mean a lower paper cost. High advertising and printing costs can be reduced if you become co-operative buyers of your raw materials and equipment.



Fifty-Seven National Magazines, Showing Lack of Standardization

CUSTOMERS' WINDOW DISPLAYS

A SPLENDID chance for the alert printer to get worth while publicity for his work lies in getting his customers to make window displays of the printing he turns out for them.

For instance, suppose that you have turned out a complete job of stationery for some local dry goods firm—letter heads, bill heads, statements, envelopes and so on. Suppose that this stationery is more up-to-date than the stationery the firm has been using. If this is the case the firm is undoubtedly proud of the job. So why wouldn't it be a good advertising stunt for the firm to arrange a neat and attractive window display of this stationery? With this window display the dry goods store might use a placard reading like this:

EVEN OUR STATIONERY IS RIGHT UP-TO-THE-MINUTE:

We pride ourselves in always leading the procession. That's why we've completely renovated our stationery—letter heads, bill heads, statements, etc.—and brought them strictly up to date. Here's the new stationery we're using. It was printed by the Smith Printery of this city.

You want to be up-to-date, too, so trade with this store.

This sort of a window display would be sure to attract a lot of attention to the dry goods store because it would be novel, interesting and timely. And, of course, the more attention the display attracted the more advertising the printer would get.

Most firms would see the advantage of making such window displays if the printer suggested to the firms that they arrange such displays. And it wouldn't be long, with a few such displays being made by leading local firms, before folks generally got the opinion that the printer was doing all the up-to-date printing in town for all the leading firms in town.

—Frank H. Williams.

UNITED STATES AT LARGE

TWO NEW SCHOLARSHIPS AT CARNEGIE

Two scholarships, of \$200 each, have been donated to the Department of Printing and Publishing at Carnegie Institute of Technology, Pittsburgh. The donors are the Miller Saw-Trimmer Company, whose scholarship is their second annual gift, and the McGregor-Cutler Printing Company, both of Pittsburgh. The awards are to be made at the discretion of the faculty to students showing scholastic aptitude.

The Department of Printing and Publishing at Carnegie Tech is held in high favor by the printing trade in Pittsburgh and the vicinity. Many of its students are sent to the school by various printing establishments in the city. Its night classes are especially popular, and each year the department has had to close enrollments prior to the opening of the fall term.

The regular four-year course leading to the degree of Bachelor of Science in Printing is designed to equip its graduates for executive capacities in the industry. Two-year courses in elective subjects are given to students requiring specialized training.

The International Board of Governors of the Direct Mail Advertising Association held its semi-annual meeting in Cincinnati, Saturday, August 12, and made arrangements for the Fifth Annual Convention of the Association in that city, October 25 to 27.

These were present: Joseph Meadon, of Detroit, the President; Frank Hunt, of Toronto, First Vice-President; Louis Balsam, of Detroit, Executive Secretary; Frank L. Pierce, New York City, Treasurer; Homer J. Buckley, Chicago; Charles R. Wiers, Philadelphia; Robert E. Ramsay of New York and Robert C. Fay, also of New York.

Gorden E. Small, General Chairman, and other members of the Cincinnati Executive Committee in charge of plans for the big convention, met with the Board of Governors. Besides Mr. Small, Cincinnati was represented by Thomas Quinlan, Jr., Managing Director of the convention; Frank R. Adams, E. H. Enck, Alan Rogers and William H. Kaufmann.

The United States Civil Service Commission has announced open competitive examinations on September 20 and November 8 to fill the positions of Apprentice Plate Cleaner, Apprentice Siderographer, Apprentice Picture Engraver and Apprentice Letter Engraver.

The International Association of Electrotypers of America with headquarters at 147 Fourth Avenue, New York City, will hold their Twenty-fifth Annual Convention at the Hotel Statler in Detroit, September 14, 15 and 16. An attractive and enjoyable program has been arranged. Progressive ideas of a constructive nature will be presented. Reports of chairmen of

various committees will contain profitable business information on trade matters which will be of benefit to those in attendance.

The annual convention of the Fourth District Typothetae Federation will be held at Wilmington, Delaware, Friday and Saturday, September 15 and 16. President J. Linton Engle of the U. T. A. will speak.

Secretary W. A. Clark of the Interstate Typothetae, Erie, Pa., was married on August 10 to Miss Leona F. Owen of Chicago.

The officers of the Graphic Arts Section of the Canadian Manufacturers Association, affiliated with the United Typothetae of America, are starting a School of Hand Composition, and taking as students young men who are working in the plants of members with the idea of making them more proficient. The services of Mr. W. H. Kidner of Calgary, Alberta, have been engaged, and he will act as instructor.

The employees of James F. Newcomb & Co., Inc., planners and producers of direct advertising, on Saturday, July 29th, held their first annual outing at New Dorp, Staten Island. More than 100 of the employees, in many cases accompanied by their families, attended.

Students taking advertising courses in various institutions will be given "half rate" tickets to attend the educational sessions of the Fifth Annual Direct Mail Advertising Association Convention, to be held in the Queen City, October 25, 26 and 27. Instead of the regular price of five dollars, the students may avail themselves of the opportunity for only \$2.50.

At the suggestion of Gorden E. Small, Chairman of the General Committee in charge of the convention, Joseph Meadon, of Detroit, President of the Association, authorized the reduction.

Spencer Clinton, for three years with the Richard A. Foley Advertising Agency, Philadelphia, has resigned to go with the R. P. Pierce Printing Company, Chattanooga, Tenn.

The "feet-washing" operation carried out on prospective bridegrooms in printing offices still holds sway in many places, says a correspondent of the Newspaper World. In a Scottish newspaper office a linotype operator, who had entered for the matrimonial stakes, had his feet very thoroughly washed—with printers' ink!

Popular subscriptions are being received in Mexico City, Mexico, for the erection of a sanitarium for newspaper men, and several thousand pesos have already been collected. The idea, which was conceived by El Universal, is said to have found ready favor throughout the republic. The sanitarium is to be located in Mexico City.

Frank A. Hill, formerly secretary of the Typothetae of Western Pennsylvania, writes that he has taken a position with the McGregor-Cutler Co. of

Pittsburgh. Mr. Hill was engaged in U. T. A. field work early in 1920. He is a practical printer and a man of much ability in the printing trade.

The Review Printing & Publishing Co., 116 East Bryan street, Savannah, Ga., has just recently bought the plant and equipment of the Ash Printing Company.

Louis R. Lurie has announced that he will shortly let a contract for the erection of a modern and ornate concrete building on a lot 75 by 160 feet on the south line of Howard, between Fifth and Sixth streets, San Francisco, Calif., to house the Leighton Press. The building will have a floor area of 12,000 square feet. The building which has been designed by O'Brien Bros., will cost approximately \$30,000, and will be entirely occupied by the Leighton printing plant.

Charles J. Ort, formerly of the Capitol City Dairy Company, Columbus, Ohio, and his brother, William M. Ort, who has been identified with the printing business for the past ten years, have taken over the Vincent Printing Company, commercial printers, 24 South Front street, Columbus, Ohio.

A new job printing concern, known as the Atlas Printing Company, has been formed in Marietta, Ohio. Officers of the new company are W. H. H. Jett, president; F. B. McKinney, vice-president; W. P. McKinney, treasurer, and Tom O'Donnell, secretary.

A brick building to house the Dakota Printing Company, now located at 228 West Seventh street, Sioux Falls, S. D., will be constructed at 226 West Seventh street. According to the present plan, the new building will be completed by next December.

The New York Tribune, which now has in course of construction its new home on West 40th street, has recently ordered from R. Hoe & Co. an entire new plant of presses. The order calls for four unit types, heavy design octuples, which are fitted with all of the latest attachments and improvements, and they can be operated as four octuples or five sextuples.

Oyster Bay, New York, will lose its only industrial plant when present plans are consummated for the removal of Nelson Doubleday, Inc. The plant is moving into the plant of Doubleday, Page & Co., Garden City.

One million dollars will be spent in improving the Champion Fibre Company's plant in Canton, North Carolina. The addition will consist of a new brick building and machinery will be used for the making of "Kraft," "Bond" and "Book" papers. The superintendent of the new plant is William J. Dial and the General Manager is R. B. Robertson.

J. E. Kilpatrick, who left Rand McNally & Co., New York, about a year ago to join the Franklin Printing Company, Philadelphia, has returned to the New York printing department of Rand McNally & Co.

The Industrial Lithographic Company, New York, has appointed W. Henry Esser its general sales manager.

Mr. Esser has been engaged in advertising and lithography for more than twenty years. Before coming to New York, he was engaged in the agency business at Utica, N. Y., under the name of the Esser Wright Advertising Agency. For seven years he was with the Atlantic Lithographic & Printing Company, New York, which he left to join the Industrial Lithographic Company.

The printers of Schenectady, N. Y., have organized the Schenectady Typothetae. Thomas Unsel of the Schenectady Herald Printing Co., is president, and Fred L. Frost of the Gazette Press, is secretary.

C. E. Daugherty, who has been Secretary of the Anthracite Typothetae of Scranton, Pa., and surrounding cities, has resigned. He was formerly Secretary at Seattle. Mr. and Mrs. Daugherty are now back in the Northwest, where Mr. Daugherty expects to open a printing office.

Henry Bacon, formerly of Trenton, N. J., who has been engaged in the sales end of the printing business, was elected to succeed Mr. Daugherty as Secretary of the Anthracite Typothetae. The address is 305 Miller building, Scranton, Pa.

An excellent work has been inaugurated in New York by a group of paper men and printers who have formed the Clean Food Association whose avowed object is to improve the conditions under which package food is handled between the factory and the consumer. The effort is being made at the present time by a committee of nine as follows:

W. F. Brunner, Paterson Parchment Paper Company.

R. Gair, Robert Gair Company.

Karl Becker, Becker Paper Corporation.

J. D. Goldberg, Hamersley Manufacturing Company.

R. B. Donnelley, Central Waxed Paper Company.

John Omwake, U. S. Printing and Lithograph Company.

C. R. Wight, Waterproof Paper & Board Company.

M. Browning, Ohio Waxed Paper Company.

C. P. Wellman, National Packaging Machinery Company.

The Tropical Printing Company has opened its new plant in New Orleans. This plant is one of the most modern in that part of the country. By means of specially constructed roof shutters the plant is able to get sunlight all through the day.

A two ton press bed that was being raised to the fourth floor of the Columbia Lithography Company in New York City on Aug. 4, fell fifteen feet to the cellar of the building. A small flood was started when the bed press broke some water pipes that were in its path. No one was injured. The loss of the press was about \$5,000.

Industrial Review

(From the U. T. A. Industrial News Letter)

The United States Census Bureau has given out preliminary totals subject to later correction, for the industries covered by the 1919 Census of Manufacturers. The 1919 figures for book and job printing, and for newspaper and periodical printing are given below. The 1914 and 1909 figures are put beside them for purposes of comparison.

Printing and Publishing, Book and Job

	1919	1914	1909
Number of establishments.....	13,089	12,115	10,708
Wage earners (average number).....	123,005	113,121	108,687
Capital	\$446,554,984	\$247,282,409	\$202,662,435
Wages	141,476,243	78,413,700	66,521,316
Cost of materials.....	211,067,174	96,453,232	77,651,000
Value of products.....	597,663,228	307,330,861	250,925,934
Value added by manufacture.....	386,596,054	210,877,629	173,275,000
Primary horse-power	131,961	115,233	97,546

The inclusion by the census of "publishing without printing" and the general use of contract work in the industry involves considerable overlapping and duplication, especially in the items value of products and value added by manufacture. The degree of overlapping in 1919 can be approximated by noting that "book publishing without printing" is given by the census as having a value of products of \$71,974,342 while using only 286 primary horse power. (Census Bulletin, page 9). The item "Paid for contract work" is given as \$32,243,303 (Census Bulletin, page 55), all of which must be subtracted from the "value of products" for the group and also from "value added by manufacture," to get more nearly the correct amount.

Since the Census Bureau has used the same method of setting out the figures at each Census of Manufacturers, it is fairly accurate to use them for purposes of comparison in spite of this overlapping. Thus we see that the number of establishments increased 13 per cent from 1909 to 1914 and only 8 per cent from 1914 to 1919. It will be noted in the table for newspapers and periodicals given below that the number of establishments in that branch actually decreased from 1914 to 1919. It appears probable that there is a slight tendency in the whole industry to larger scale production, a larger total amount of work done in a smaller total number of establishments. The increase in value of products from 1909 to 1914 in book and job shops was 22.5 per cent and from 1914 to 1919 was 94.4 per cent. It is probable that this latter high per cent represents little more than the inflation of prices of the war period.

According to the Bulletin of the U. S. Employment Service, employment is increasing throughout the country. This increase is remarkable for the reason that it is made despite the unsettled conditions caused by the coal, cotton textile and railroad controversies. All industries show an increase in employment except stone clay and glass products and the decrease in those industries is due to a seasonal lay off materially shorter than in previous years. Building activities are developing to such an extent that a shortage of skilled build-

ing craftsmen is becoming apparent in many sections of the country. Of the 65 leading cities 52 report increases in the total number employed during June as compared with May.

The retail food index issued by the U. S. Bureau of Labor Statistics shows that there was an increase of one per cent in the retail cost of food to the average family in June as compared with May for the country as a whole.

During the month from May 15 to June 15 the average family expenditures for food increased in 41 cities and decreased in 10 cities. The decreases were one per cent or less. The increases ranged from less than 1 per cent to 4 per cent. This highest increase occurred in Detroit. Increase of 3 per cent occurred in Cleveland, Columbus, Indianapolis, Newark, New York, Pittsburgh and St. Louis.

At June first the average level of retail prices of all the commodities in England taken into account in the statistics prepared by the Ministry of Labour, including food, rent, clothing, fuel, and miscellaneous items, was about 80 per cent above that of July, 1914. The corresponding figure for May first was 81 per cent. The highest point reached was 176 in November, 1920.

A wage reduction for the members of the Typographical Association of England has been decided upon by the British Industrial Court, and reductions reached by negotiation are being balloted upon by the other unions. Negotiations between the Federation of Master Printers and the various unions have been under way since March. In April the Joint Industrial Council agreed that every union should ballot on the question of a reduction of 15 s. per week (about \$3.60). In London and the English provinces the proposal was turned down. In Scotland, the unions, with the exception of the stereotypers and lithographers, accepted the proposals, and a reduction of 5 s. is already in force. The English employers then decided to post notices for the reduction, and told the unions that in the event of acceptance of this reduction no further reduction would be asked for before the end of December, 1923. Some stoppage of work occurred, but a general stoppage was prevented by a withdrawal of the notices. It was decided to refer the dispute with the Typographical Association to the Industrial Court at its meeting July 4th. At the latest report the Court had decided that a case for a reduction had been made, but the amount and date had not been set.

CHICAGO



Walter K. Tews

TEWS RESIGNS AT CHICAGO

It was with a great deal of regret that members and friends of Walter K. Tews learned of his resignation as secretary of the Chicago Typothetae effective September first.

Mr. Tews has been with the Chicago organization for a year and a half, during which he made many friends among the printers and supply men of Chicago.

He has announced no future connections as yet.

SECOND TOURNAMENT PRINTING TRADES GOLF ASSOCIATION OF CHICAGO

Under the broiling sun which limbered up golf muscles the members and guests of the Printing Trade Golf Association of Chicago played their second tournament of the year at Glen Oak Country Club on Wednesday, August 16th. The attendance was rather small as compared with former tournaments, about fifty playing.

The prize winners are as follows:

Lowest gross score 27 holes—A. M. & P. M. play, for Printers and Allied Trades only; won by Walter Rubovits of Toby Rubivits, with score of 126. Prize, Mahogany Mantel Clock.

Second lowest gross score 27 holes—A. M. & P. M. play, for Printers and Allied Trades only; won by A. H. Anderson of Streator, Illinois, with score 127. Prize, Cowhide Hand Bag.

Lowest net score 27 holes—A. M. & P. M. play, for printers and allied trades only; won by Don Heinly of R. R. Donnelly & Sons Co., with score of 114. Prize, Silver Shaving Stand.

Lowest net score 27 holes—A. M. & P. M. play, for printing supply men

only; won by C. M. Coate of American Printing Ink Company, with score of 112. Prize, Toilet Traveling Set.

Lowest gross score 18 holes—P. M. play, won by A. C. Hammond of the Dexter Folder Company, with score of 86. Prize, Three Compartment Thermo Set.

Lowest net score 18 holes—P. M. play, won by J. J. Dunaway of Curtis Publishing Company, Philadelphia, with score of 74. Prize, Leather Cased Traveling Clock.

Lowest gross score 9 holes—A. M. play, won by Arthur Kennedy of Chas. Eneu Johnson Company, with score of 43. Prize, Silk Umbrella.

Lowest net score 9 holes—A. M. play, won by M. F. Bush of R. R. Donnelly & Sons Co., with score of 38. Prize, Gold Plated Gillett Razor Set.

Lowest gross score for the choice 9 holes of 27 holes played—A. M. & P. M., won by F. H. Farnsworth of Sigmond Ullman Company, with score of 43. Prize, Cocktail Shaker.

The "Duffer" prize for highest score 27 holes was won by Henry Mawicke, Pontiac Engraving Company, with a score of 202; the prize was a Silver and Leather Trimmed Flask.

For the highest score on any one hole the award was made to J. A. Massengale of Swigart Paper Company, who took 15 strokes. He received a Leather Bill Fold.

The third tournament will be held in late September. The arrangements committee will later announce the stunts to be pulled off.

W. J. Smith, editor of the Waukegan Daily Sun, has been appointed a member of the Commerce Commission of Illinois, formerly known as the State Utilities Commission.

A CORRECTION

We have received the following letter from E. F. Hamm, correcting a news item in our August issue:

"Ben Franklin Monthly—Gentlemen: Permit me to refer you to the last item, column one, of page 65 of your August issue, which refers to the building at 418 South Market Street erected by the Osgood Company, and which states it has been transferred to the Osgood-Blakely Building Corporation.

"In this item you have made two errors, as the building was erected ten years ago, jointly, by the Blakely Printing Company and the Osgood Company, and the name of the new Corporation to which it was transferred is the 'Blakely-Osgood Building Corporation.'

Yours very truly,
THE BLAKELY PRINTING CO.
E. F. Hamm,
President."

The U. T. A. has opened an extensive advertising campaign to sell the standard educational courses to printers' apprentices. Posters and broadsides are being distributed throughout the country calling attention to the advantages of the courses. Secretaries are being urged to use as much of this advertising as possible.

Revisions of two divisions of the Typothetae Standard Guide will be

published on September 1. They are on Ruled Statements and Ruled Note Heads. A schedule on Head and Tail Statements has been added.

ELECTROTYPERS DRAFT NEW APPRENTICESHIP PROGRAM

With the assistance of F. A. Silcox, director of the department of industrial information of the U. T. A., the electrotypers of Chicago have re-drafted the apprenticeship section of their contract with the electrotypers union.

Provision has been made for a joint apprenticeship committee to act as an administrative body to see that the apprenticeship conditions in the contract are carried out.

It is of interest to note that joint apprenticeship committees are in effect in a part of the printing industry in New York and Chicago. Recently a division of the building trades in New York adopted the same plan.

These cases would seem to indicate a move in the direction of accepting the apprenticeship problem as a joint responsibility of employers and employees, to be worked out in the interest of both and for the good of the industry as a whole.

Thomas J. Bryant, 49 years old, for a number of years vice-president of the Walton & Spencer Company, printers, 1241 South State street, Chicago, died Aug. 19 at his home, 5348 Wayne avenue. Mr. Bryant was born in Portland, Me., and is survived by a widow and eight children.

M. F. Edelson, a former Chicago printer who has been out of the printing business for some time, has opened a new printing establishment at 117 North Wells street under the name of Paramount Printing Company.

The S. E. Tate Printing Company of Milwaukee, Wis., will erect a seven story printing plant at 496 Broadway, to cost \$175,000, according to E. L. Arnold, president and treasurer of the company. The building, 60 feet by 120 feet, will be of brick with stone trimmings. The plant will contain the latest type of printing machinery and special attention will be given the recreation rooms for the employees. Excavation will be started in September.

In a paper before the Wireless Section of the Institution of Electrical Engineers in London, Lieut.-Colonel A. G. T. Cusins said the direct recording on paper, and indeed printing, of wireless signals can now be accomplished by experimental apparatus at speeds over 1,000 words a minute. He looked to the time when at each important town publishing a newspaper a receiver would be installed operating a direct printing telegraph machine, and in this way one single transmission would result in the news being received in plain printed English throughout the country simultaneously.

E. J. McCarthy, president of the Smith McCarthy Typesetting Company, is recovering from an illness which confined him to the hospital for many days and threatened the necessity of a grave operation. The operation, however, was successfully side-stepped, and the remarkable constitution which has made it possible for Mac to hold down three jobs at once most of his life is on the job getting him back into his old form.

Fred E. Blunden has disposed of his interest in the Blunden-Lyon Company, Chicago distributors, and retired from active connection with the company. William H. Lyon will be president and active head of the company, of which he has been treasurer. With the changes indicated, the organization remains intact, and the company will continue to specialize in bonds and ledgers, as in the past.

The death of Lawrence Endicott, president of the Endicott Paper Company, of Portland, Ore., occurred in that city recently.

Roger B. Little, vice-president of Dwight Brothers Paper Company, Chicago, resigned September 2 to become an officer and general manager of the Birmingham, Little & Prosser Company, a new house which will open for



Roger B. Little

business in Kansas City about September 15. A full line of printing papers will be carried in the company's business home at 317-319 Southwestern boulevard. Mr. Little has been with Dwight Brothers Paper Company for about five years, being made vice-president last December. His new move takes him to his original stamping ground, where he began his career in the paper business.

W. E. Scott, who until recently was connected with the Chicago Division of the Whitaker Paper Company, of Cincinnati, has joined the staff of the Diem & Wing Paper Company, of Cincinnati. Mr. Scott will work in Chicago, with offices in the Conway Building.

Chicago Incorporations for July and August, 1922

Chicago German Press Co., 2143 Ogden avenue. Capital, 50 shares, no par value. To print and publish an American newspaper in the English and German languages. Incorporators: Alexander J. Wabersky, Paul C. A. Mueller, August F. Ewart. Correspondent, Leopold Saitie, 928, 127 N. Dearborn street.

The Universal Press, Inc., 218 S. Wabash avenue. Capital, \$22,000. To engage in the business of publications of every kind. Incorporators: J. L. Crowder, J. S. Crowder and E. J. Flynn. Correspondent, James L. Crowder, McClurg Bldg.

Rodger Publishing Co., Delaware, 940, 208 S. La Salle street, Chicago. Capital, \$25,000 and 1,200 shares no par value. J. M. Rodger, president; Harry A. Newby, secretary.

Society of Transcendent Science, 159 N. State street. Capital, \$2,000. Printing and publishing business. Incorporators: Mary Brennan, Gustav Ehrhardt, Urban Ehrhardt. Correspondent, John A. Ulrich, 1492, 159 N. State street.

Allied Paper Stock Co., 626 W. Taylor street. Capital, \$20,000. Deal in waste paper and paper mill supplies. Incorporators: A. E. Sandroff, Samuel Dry, Katherine Kelley. Correspondent, Pritzker & Pritzker, 903, 11 S. La Salle street.

The Puritan Engraving Co., 118 N. La Salle street. Capital, \$20,000. General printing and publishing business. Incorporators: Wm. F. Smetana, Korahl F. Kruley, Harry L. Wheeland. Correspondent, Winston, Strawn & Shaw, First National Bank Bldg.

Meat Trade Publishing Co., 6132 S. Halsted street. Capital, \$10,000. Trade newspaper business. Incorporators: John T. Russell, Wm. R. Cass, Charles G. Deibel. Correspondent, Henry J. Deibel, 945 Pierce Bldg., St. Louis, Mo.

The Paintograph Co., 160 N. Wells street. Capital, \$15,000. Manufacture and deal in advertising signs and novelties. Incorporators: J. W. Sleight, W. A. Sleight, Charles Clarke. Correspondent, Accounting Service Corporation, 19 S. La Salle street.

George C. Jager Co., 2242 Irving Park boulevard. Capital, \$10,000. Printing and publishing business. Incorporators: George C. Jager, Alice F. Jager, Cameron Latter. Correspondent, Jacobson, Merrick & Latter, 1601, 111 W. Washington street.

Consumers' Paper Stock Co., 729 S. Clinton street. Capital, \$10,000. Deal in waste materials and manufacture products therefrom. Incorporators: Joseph H. Optner, Louis L. Kahn, Saul B. Optner, Frederic A. Fischel. Correspondent, Fischel & Kahn, 111 W. Monroe street.

Religious Press Bureau of America, 309 S. La Salle street. Capital, \$50,000. Printing and publishing business. Incorporators: J. Clover Monsma, Babette Dole, Mrs. Mildred Bette. Correspondent, Cecil C. Erickson, Marquette Bldg.

Hoem & Hobbies Publishing Co., 326 E. River street. Capital, \$5,000. To publish a poultry and pet stock magazine and a general publishing business. Incorporators: Frank J. Quinn, Edwin J. W. Dietz, Elmer A. Julius. Correspondent, Edwin J. W. Dietz, 736 Cornelia avenue.

Electric Photo Engraving Co., 618 Sherman street. Capital, \$10,000. Engraving, electrotyping, photograph and commercial art work. Incorporators: William Wren, Clarence W. Neubert, Albert J. Johnson. Correspondent, Walther & Lanagen, 410, 179 West Washington street.

Marquette Press, Inc., 426 South Clinton street. Capital, \$10,000. General printing, engraving and binding. Incorporators: Harry Schneiderman, Irving S. Berlin, Glen H. Clemens. Cor-

respondent, Ader & Ader, 11 South La Salle street.

Universal Process Engraving Co., 1016 Century building. Capital, \$10,000. General embossing, printing and engraving business. Incorporators: Isabel Anderson, Wm. E. Timms, Robert H. Stoll. Correspondent, Robert H. Stoll, 815 First National Bank building, Chicago.

Mid-West Lithograph Co., Inc., 417 South Dearborn street. Five hundred shares no par value. Incorporators: Frank L. Stetson, Charles B. Kellogg, Charles W. Jack. Manufacture and deal in lithographic, printed and engraved matter. Correspondent, Walter F. Heineman, 701, 11 South La Salle street, Chicago.

Travel Ad Service Co., 140 North Dearborn street. Capital, \$25,000. General advertising business. Incorporators: I. J. Berkson, Seymour N. Cohen, William H. Gallagher. Correspondent, Seymour N. Cohen, 1730 Tribune building.

Woman Beautiful Publishing Co., 39 South State street. Capital, \$5,000 and 250 shares no par value. Publishing and circulation of magazines, newspapers and periodicals. Incorporators: Roland H. Bachman, Catherine C. Sanford, Mary E. Hall. Correspondent, Koss, Adams & King, 208 South La Salle street, Chicago.

The Round-Up, Inc., 1848 Washington boulevard. Two hundred and fifty shares no par value. Publishing, printing and circulation of newspapers, etc. Incorporators: J. Ralph Hickell, James M. Anderson, Robt. F. Newman, Ray C. Hickell, Clark Deball, James E. Poole. Correspondent, Geo. A. Rooney, 1905 City Hall Square building.

Auburn Printing Co., 1735 North Ashland avenue. Capital, \$8,000. General printing business. Incorporators: Frank P. Burnkranz, Oscar L. Aurich, Margit Burnkranz, Gertrude J. Aurich. Correspondent, Anderson & Anderson, 69 West Washington street.

Russian Publishing Co., 1722 West Chicago avenue. Capital, \$15,000. Publish and deal in newspaper in Russian language. Incorporators: Wasily Dunece, John Baturevich, Sam Federowsky. Correspondent, Casimir P. Gugis, 1111 North Dearborn street.

Authentic Service, Inc., 358 West Madison street. Capital, \$10,000. Business of magazines, newspaper and journal proprietors. Incorporators: Malvin M. Franklin, David Kantor, H. Raymond Franklin. Correspondent, Joel Baker, attorney, Marquette building.

ILLINOIS CHAMBER OF COMMERCE INVESTIGATING HERRIN MASSACRE

With a laudable ambition to clear Illinois from the charge that the state is indifferent to laxity of law enforcement, the Illinois Chamber of Commerce has launched a campaign to bring about a thorough investigation of the Herrin Massacre and follow the investigation with apprehension and punishment of those who are guilty of murder.

Since this is out of the general routine of the Association's affairs, a special fund is being raised by subscription to handle the expenses of the investigation.

A general Herrin committee to handle the campaign has been named as follows: George Woodruff of Joliet, chairman; Wayne Hummer of La Salle, and Gerald B. Franks of Peoria. Those contributing to the fund directly and not to the chambers of commerce in their cities have been asked to do so through the state committee, making checks payable to the Herrin Committee Illinois Chamber of Commerce, 1607 Otis Building, Chicago.

WITH OUR ADVERTISERS

MARVELLUM APPOINTS NEW VICE-PRESIDENT

The Marvellum Company of Holyoke, Massachusetts, manufacturers of distinctive cover papers, announce the appointment of A. W. de Revere to the vice-presidency of the company to take charge of sales.

Marvellustre, The Gorgeous Paper, which has met with such success as a cover and mount stock, will soon be accompanied by a sister cover—Marvelhide, The Leather-Like Cover—made by the same manufacturers. Marvelhide will have the finish of old Spanish leather and bids fair to assume a worthy place among the distinctive cover lines.

UNUSUAL SAMPLE CABINET DISTRIBUTED BY MOSER PAPER COMPANY

A sample cabinet of unusual qualifications for style and speed in use has just been made by the Moser Paper Company and is being distributed to a selected list of paper buyers upon the requisitions of their salesmen. Physically, the cabinet is unusually attractive and durable and shows that it is made, like Moser papers, to "reflect true values."

The cabinet is stocked with a full line of Moser papers and a double index makes it easy for the printer to find quickly the sample he is seeking. The numerical index, in common use among paper houses, is combined with a color index.

On the right of the general index is a list of the code colors. Under

"gray" is found blotting paper and cut cards. Under "gold" are bond papers and index bristols.

The aluminum tabs on the guide cards in the cabinet bear corresponding colors. If a printer is looking for a sample of blotting paper, he glances at the general index, which tells him blotting is under files 192-193. The numbered tab guides him to the right file at once.

INTERTYPE APPOINTS NEW MANAGER FOR CHICAGO OFFICE

B. F. Chittick, for two years manager of the Intertype Corporation's Chicago office, resigned that position last month in order to take up his new work as special Intertype field representative in the Chicago territory.

Mr. Chittick is succeeded by J. H. Palmer, who joined the Intertype forces some months ago as assistant to G. C. Willings, vice-president in charge of sales. Mr. Palmer, who was formerly with the General Motors Corporation, is a sales executive of long experience. Having made an exhaustive study of the Intertype and the composing machine field, he takes over the Chicago Agency management with great confidence in the machine and its future in the Middle West.

A dinner in honor of Messrs. Chittick and Palmer, given in Chicago by Vice-President Willings July 22nd, was attended by all representatives of the Chicago Branch.

G. C. Willings, vice-president in charge of sales for the Intertype Corporation, announces that during the six months from January to June this year the Corporation's business has been greater than during any previous entire year.



J. H. PALMER
Intertype Corporation

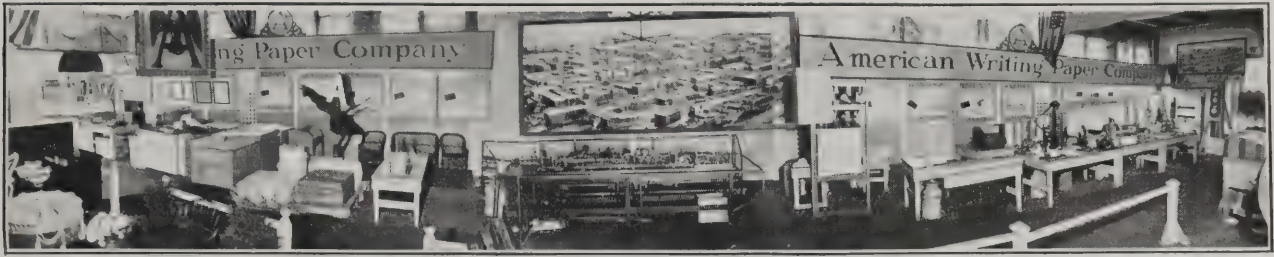


B. F. CHITTICK
Intertype Corporation

The Government Printing Office, Washington, D. C., recently purchased 100 fonts of Intertype matrices.



Moser's New Sample Cabinet



Panoramic View of the Eagle A Paper Making Exhibition at the Boston Graphic Arts Exposition

TWO LINOTYPE EXHIBITS

Two interesting and important exhibits were staged at the Graphic Arts Exposition by the Mergenthaler Linotype Company.

An entire rectangle, or six combined exhibit spaces, in Department A, were required for the big battery of Linotypes displayed, and additional space was reserved in Department F for a comprehensive showing of Linotype Typography.

The Linotype exhibit in Department A consisted of five Linotypes in operation—Models 9, 14, 22 and 24, and an old square-base Model 1 which has been in continuous operation in the composing room of "The Cambridge Chronicle" for more than twenty-six years.

The Linotype exhibit in Department F embraced the showing of a wide range of correct composition produced on the Linotype, including all kinds of high-class book and job work. Specimens of Linotype-composed printed matter produced in various printing plants under normal conditions were on display, and an interesting and helpful assortment of Linotype literature was available for visitors.

A large corps of Linotype representatives were in attendance at all times to meet the countless thousands of Linotype enthusiasts who took in the convention and exposition.

DEXTER FOLDER EXHIBIT

An exhibit of considerable size at the Second Educational Graphic Arts Exposition, Boston, was that of the

Dexter Folder Company, 28 West 23rd street, New York City.

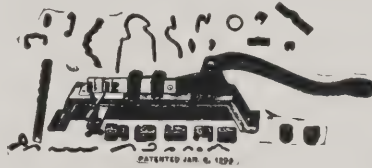
The exhibit consisted of three separate types of cylinder printing press automatic feeders, and one type of folder feeder in addition to an automatic stitching machine and a new type job and catalogue folder. An interesting feature of the exhibit was the suction type pile feeder which was placed on the market about a year ago. Mr. Fred A. Mackay, New England manager, had charge of the exhibit.

PORTE EMPLOYEES ENJOY OUTING

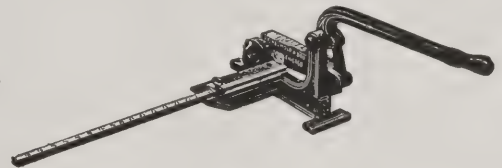
Over thirty of the Porte Publishing Company "gang" enjoyed their annual outing at Saltair, near Salt Lake City, Utah, on Saturday night, August 5.

Saltair is the gigantic resort on the shore of the Great Salt Lake where every visitor to Salt Lake City goes to prove that it's impossible to sink in the brine.

Porte's gang proved it, all right, and for a couple of hours floated over a considerable area of the big pond.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Temper: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (Soft Only)

2 Pt. Fine

2 Pt. Medium

2 Pt. Coarse

2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth

12 Tooth

8 Tooth

18 Tooth

Soft
2 Pt. at 20
3 Pt. at 25

PRICES

Hard
25
30

Bright and Hard
30
35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. Furnished in 4 ft. fonts cut L. S. at \$2.85 per font

STANDARD HEIGHT

Cutting Rule 15-16 in.

Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

PROSPERITY

THOUSANDS of printers attribute their prosperity to the many creative and selling ideas found in the Franklin Printers Service

Competition is being elevated to a basis of fair play—securing more business at a reasonable profit

To be a Franklin Printer is a mark of distinction

Write for special 60-day guarantee offer and investigate this service for yourself

The PORTE PUBLISHING CO.
Salt Lake City, Utah

Be Sure You Select The Right Cover Stock



The Wide Variety of **Peninsular Covers** *will solve your problem*

SO OFTEN the Sales Manager or General Manager has said to the Advertising man, "Your book looks good—try to get a cover to match it."

Matching quality—matching thought and purpose is the big idea back of the making of Peninsular Covers.

Peninsular weights, textures, colors and weaves give the widest range of combinations to meet every need for catalog, booklet or folder whether the product advertised be sheer fabric or ponderous machine.

Form the habit of choosing from the Peninsular line of covers and avoid the time wasted in poring over endless samples from a myriad of representatives. Special Paper for Special Purposes.

The Peninsular Standard lines are:

ORKID COVER
PUBLICITY COVER
GIBRALTAR COVER
PUBLISHERS COVER
ONIMBO COVER
COLONIAL COVER
NEAPOLITAN COVER
PATRICIAN COVER and
COVENANT BOOK & COVER

Peninsular Covers are quickly available through good Paper Merchants everywhere.

Peninsular Paper Co.
YPSILANTI, MICH.

Makers of Uncommon Cover Papers

WHAT THE HOUSE ORGANS ARE PLAYING

THE STONE CUTTERS

THREE stone cutters were driving their chisels into a massive block of granite. A stranger who was passing enquired of the first man what he was doing.

"I'm cutting stone," growled the laborer.

"And what are you doing?" he asked the second.

"I'm working for \$7.50 a day," he replied.

The third man was asked the same question and looking up with a flash of earnestness he quietly answered,

"I'm helping to build a cathedral."

The three answers illustrate admirably the three fundamental attitudes a man can take toward his work.

His labor may be a drudgery, it may be a means to an end, or a contribution to the great scheme of things.

A man may feel that he is serving time, he may be selfishly serving only himself, or he may view his labor as a service to society.

Unless a man is capable of realizing the larger significance of his work he is incapable of realizing its larger opportunities. Either he will have vision or he will be supplied with supervision.

—*Canadaink.*

WASTE

By B. A. Franklin

Vice-President Strathmore Paper Co.

In "The Value Mark"

WASTE! Someone has said that in this great land of natural resources, one of our great national crimes has been—waste. A diplomat—temporarily laying off his mantle of diplomacy—once said that if a chicken were divided between a French and American cook—the French cook getting only the neck and feet—he would choose the French dish. Perhaps he liked seasoning better than chicken meat.

What he really meant was that there were people trained to utilize what Americans would throw into the waste.

Who hasn't heard of riches being rescued from scrap piles, and fortunes made from by-products of former wastage?

If any people can be fairly accused of waste, it is probably the American people, as witness our forests.

But recently some new principles of waste are being enumerated, and here is one of them: Any article produced to accomplish a given purpose which does not reasonably accomplish that purpose is waste.

Does this principle ever attach itself to the printing business?

No one ever prints a telephone book or a business directory on high grade book paper. That would be a waste.

But consider much of the direct-by-mail advertising matter so unattractive that it hardly

halts in a mad rush through the mails to the waste basket.

Every piece definitely addressed to some individual which does not attract his attention is—waste.

It could not be expected, human nature being what it is, and time being eternal only in relation to the universe and not to the individual, that under any circumstances there should not be some waste.

But an expert says that there is a 75% waste in direct-by-mail matter, and in many cases a 99%.

That's quite an indictment.

Of the printer.

Well! Why not, in very many cases? He produces the article.

The printer, naturally, in the eyes of very many buyers of printing is looked upon as an expert—one who can give advice on what he produces.

Any printer can put ink on paper.

The good printer puts it on with a purpose.

Many direct-by-mail advertisers are so affected by a consideration of their own service, or article, or the "copy" telling about it, that they forget the principal purpose of a direct-by-mail piece, which is—to attract the attention of the individual to whom it is sent, who knows nothing of it, nor cares to know, unless his attention is attracted to it.

It's the receiving and not the sending end that is important in the direct-by-mail printing.

And in these days of intense pressure and crowded mails it is the novel or the attractive, appealing to the curiosity or the love of the beautiful—weaknesses or strengths of human nature—that lure the attention and get results. All else may be waste.

DRESSING UP THE TESTIMONIAL

STYLES in advertising come and go. But the testimonial, in one form or another, goes on forever.

Glancing through the advertising section of a national magazine of immense circulation recently, we spotted a lighting corporation's advertisement in which is shown a picture of the barracks at West Point; the advertisement going on to tell that their system has been recently installed in this building.

A little farther on, a stucco manufacturing concern pictures a lovely country seat which is finished with their stucco; copy gives all the details as to owner and location, along with an excellent argument for the product.

A school interior is pictured by the manufacturer of an improved window sash; an interior bright and airy and attractive. And in this advertisement is quoted an architect's letter commending their sash, which he used in the erection of this building, for its economy and superiority.

Testimonials all, and most excellent examples of the modern methods of using them; of making them keenly interesting to the reader, as well as convincing. The testimonial of today must be attractively dressed indeed, to meet the competition it encounters.

—Proofs, Neely Printing Co., Chicago.

Blotters—

Does It Pay a Printer To Use Them In His Own Advertising Campaign?

Well, rather!

For a blotter—the real, honest to goodness kind, that soaks up ink on *both sides*, is one of the most lasting forms of advertising ever devised.

It stays on your customer's—or prospect's—desk, often for weeks or even months. And every time he uses it, he is just automatically reminded that yours is a good shop at which to buy printing—

That is, if it's the right kind of a blotter—the kind that long experience in the preparation of resultful advertising for printers has taught us to produce to the best possible advantage for *you*.

Catchy illustrations, strong effective sales copy, emphasis of the important factors in a printer's advertising—these blotters of ours provide you with a corps of exceedingly competent Silent Salesmen—and with the opportunity of demonstrating by actual sample the excellence of your craftsmanship!

Sold to only one printer in a city—write today and secure the series for your community. Samples and full information on request.

Praigg, Kiser & Company

639 Diversey Parkway
Chicago



PAPER

**Just As Good
For Less Money**

You need not be skeptical for the reason why is logical and easily understood.

Several Book Mills supply us with all their

Overrun Paper

This paper is all high grade but the mill cut too much of a certain size, so to move it quickly the price is reduced. If you can use any of the sizes we have in stock—you'll be in luck.

*Ask For List of Sizes
and Grades*

Fort Dearborn Paper Co.

319 North Wells Street
CHICAGO

Telephone Main 1930-1931-1932

UNWELCOME PUBLICITY

QUITE a few printers have become prominent recently. They have had their names printed on the front pages of the morning and evening newspapers as petitioning creditors in many of the recent failures of brokerage houses in New York. Of course, this sort of publicity is unwelcome and costly. Perhaps some of these expensive experiences could have been avoided. A little forethought—an ounce of prevention.

Printing is the first requisite of business, yet it is considered an expense by many and the last item to be paid. The printing business must be conducted on a sound basis in order to be successful. The printer sells labor and materials—mainly labor, for which he must pay weekly. If he sells this labor he must be sure that he will be reimbursed for it, not in promises but in cash at a stipulated time.

It is a well known fact that for every bankruptcy reported some printer is a creditor—stuck, to put it plainly. Why can't the printer regulate the credit end of his business just as commercial houses do theirs? Fine office furniture, like fine clothes, makes an impressive appearance and gives an air of affluence, but there must be something more substantial behind it.

When a printer gets an order from a new concern, when his salesmen bring new business, he should make it a hard and fast rule to demand full information either from the prospective customer, through an authorized mercantile agency, a trade association or even through a bank. It is imperative that there should be quick assets behind the "fine furniture," so that when the bill for labor and materials becomes due, it will be paid. If the printer is to be the banker for these customers with questionable credit, he assumes a greater liability than his business warrants and sooner or later his own finances and general standing will suffer. Stick to the printing business, sell only to legitimate enterprises on credit, and from the other class—get a deposit. Since every business needs printing and cannot possibly get along without it—the printer should sell where his work will be paid for promptly and with certainty.

The Value Mark, M. & F. Schlosser, N. Y. C.

QUICK WORK

It has never been a point of experimentation to determine how long it takes to turn a tree into a newspaper, but we find that by tests recently made in Berlin, Germany, trees on which birds warble their morning song are turned into newsprint paper and sold as midday editions on the same day in certain towns of the Hartz district, says the *Papierfabrikant*, the leading German paper makers' organ.

The exact time taken in the process is 3 hours, 25 minutes.

The trees were felled at 7:35 a. m.; pulped and turned into paper by 9:39, rushed in a motor truck two and one-half miles to the printing office and at 11 o'clock newspaper boys were crying the local sheet on the streets. — *Printology, Regan Printing House, Chicago.*

What the Trade Plant Has to Sell

By F. W. C. FRENCH

Director Trade Plant Service, Lanston Monotype Machine Co.

SELLING to the printer a trade makeup service is primarily a task of convincing him that the makeup department in the trade plant is a hand composing room so well equipped, so well organized, and so well conducted that its product is better, or has a lower cost, than if the work were done by the printer himself.

That is the task to which the leaders of the industry set themselves only a few years ago. It wasn't so easy to see the possibilities of makeup as a business builder when the venture first was made; but how well they have realized their aim can be seen today in the volume of this work handled by trade plants in every large city in the country.

A makeup service, as conducted by the modern trade compositor, is operated literally as an extension of the customer's own composing room, and is made as truly subject to his needs as if it were physically in his plant. It is organized to help the printer to carry his peak load; and to do this satisfactorily the service is made a thoroughly dependable one.

The first work of these trade compositors was to install the necessary cabinets, cases, stones, etc., and to fill them with type and spacing material. Since this was exactly what printers themselves had done—once in the long ago—it was an act that they could understand, a word spoken in their own language. The trade plant men went somewhat further in this initial step, however, than their customers had gone, for they worked out a plan to maintain this physical equipment always at a point of real efficiency.

Safeguarding this feature of their service, the trade compositors spare no pains to make their composing rooms as complete as possible. Type faces are selected for the production of general job work; to cover this properly, they include a wide range of style and design. These type faces are stocked in families, and, of course, each font is carried in full cases. This is a constant assurance that, when a job is to be set in a certain series, there will be plenty of type in the cases for it, even if two or three men are to work on the job at one time. Naturally, with this abundance of material, compositors in a trade makeup department never have to "turn" letters nor to "pick" from a standing form.

This efficient physical plant is manned by the best compositors that can be had, and through careful planning there is cultivated a high degree of specialization. On top of all of this, the trade plant management (invariably composed of practical printers) exercises a supervision that fits the makeup service into the everyday needs of the customer.

It is upon a basis such as this that the modern trade compositor makes his claim to a high quality—in many instances really a superior quality. Himself a thorough craftsman, he prevents in his own composing room many of the conditions that he knows work counter to a real-



The Climax Roller Washing Machine

FOR
Composition
Rollers

Will clean rollers *better—quicker—cheaper* than is possible by hand washing with rags and benzine.

Cost for washing Flat Bed Press Rollers, any color of ink, 2c per press.

CHARLES H. COLLINS

501 Plymouth Court CHICAGO

Telephone Wabash 5190



(WATERMARKED)

For Copies of Letters and
all other Forms

Superior Manifold

Sub. 8—White and 9 Colors

Fidelity Onion Skin

Sub. 9—White

Emco Onion Skin

Sub. 10—White and 8 Colors

...Made from High Grade Rags....

Esleeck Manufacturing Company
Turners Falls, Mass.

Linotype Monotype and Hand Composition Specialists



If you want your work
done right, let one of
the firms listed be-
low do it for you

UNION SHOPS

American Typesetting Corporation.....123 W. Harrison St.
A-to-Z Typesetters.....117 N. Wells St.
Englewood Typesetting Co....540 W. 63rd St.
N. W. Goodman.....714 S. Dearborn St.
Kerr-Simons Typesetting Co..732 Sherman St.
Kilgore Linotyping Co....326 W. Madison St.
M. & L. Typesetting Co.....
.....4015 Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Moeller Typesetting Co....162 W. Austin Ave.
Standard Typesetting Co....701 S. La Salle St.
Superior Typesetting Co.....732 Federal St.
Fred B. Tidd Typesetting Co.....
.....525 S. Dearborn St.

OPEN SHOPS

A. R. Buckingham.....15 S. Market St.
Chicago Typesetting Co....727 S. Dearborn St.
Empire Typesetting Co....222 W. Ontario St.
S-K-H Typesetting Co.....149 W. Ohio St.
Smith-McCarthy Typesetting Co.....
.....637-641 S. Dearborn St.
Woodlawn Typesetting Co....1221 E. 63rd St.

*They're members of the Chicago Composition
Association, a branch of the Chicago Typo-
thetæ—Guarantee enough!*

ization of the best in typography. This is done not so much from a devotion to art, perhaps, as from a frank recognition of what constitutes good business management.

For example, the trade compositor knows that the only use that can be made of type is to print with it, and that your product actually is good or bad, depending upon the condition of the type. Since it is easier to do good printing if all the type in every job is new, he uses all new type on every form that he makes up for you; of course, it costs him less to use all new type—but, as Kipling says, that is another story. However, because all the type he uses is new, it helps you to turn out work of a better grade, and, incidentally, it brings you a larger profit.

Because the trade makeup department is equipped and maintained on such a basis, when you entrust to it your work you buy time, and productive time only. That is what you do when you use its service. Its compositors and its operators are on your payroll only when they are doing productive work on your jobs. Day or night these men will work for you on composition, makeup, lockup—any operation that you would carry on in your own composing room; and when they are off your copy they are off your payroll.

You may never have figured just how much it costs for a compositor to have less material than his work requires, but you do know that it is expensive and wasteful. You know that it costs real money when a compositor hunts type with a pair of tweezers. The alert trade plant man knows this too, and he avoids such a needless waste in his composing room by keeping his men's need constantly supplied.

A printer's first line trench is his composing room; the work of this department makes the customer a booster or a kicker, and that quickly. Craftsmen who may not have noted the present-day development in specialized composing room service will find themselves well repaid for the time that they devote to a study of the modern trade plant. Its entire business is built around the concentration that it has applied to composing room problems.

"YEA AND NAY OF ENGRAVING"

A THIRD edition of the hand book bearing the above title issued recently by the Barnes-Crosby Company, 226 West Madison street leaves no excuse for the man who fails to state his wants to the engraver, and then blames him for not producing the desired result. For here are outlined in simple, non-technical language the various kinds of printing plates in use, the kinds of copy from which they are made, and the methods by which each is produced. To this is added information concerning the mounting and mortising of plates, making of photographs, care of drawings and plates and the use of color, all carefully illustrated.

The purpose of the little treatise which it says is "to aid you, the buyer, in making your wants known to us" has been provided for amply in its pages. It should be an excellent reference book for buyers, as well as for commercial artists whose drawings must be capable of reproduction by engraving processes.

Printing Without Errors



It is said to be almost impossible to print a book of any size without an error; but there must be a fair proportion in which only minor faults can be found. Clean composition and good proof reading are of particular importance and we have kept this in mind at all times. So we are able to give buyers of printing the finest work and the quickest service.

Because of our success in this constant effort we invite your inquiries and seek your orders.

Peterson Linotyping Company

523-529 Plymouth Court, Chicago

Telephone Harrison 6280

PRIVATE EXCHANGE TO ALL DEPARTMENTS

Nickel Steel Printing Plates

High Quality

Quick Service

Lower Price

Nickel Steel Printing Plates are a combination of electrotype and stereotype processes.

Printing surface is exceptionally hard and smooth, which guarantees long press runs with best impressions.

Ask for Sample and Prices

Advance Printing Plate Co.

Harrison 4760

CHICAGO

634 Federal St.



OUR NEW FACTORY

EVERYTHING IN

De Luxe Steel Equipment FOR THE Composing Room

With approximately 50,000 square feet of space and the best equipment of metal working machinery in the country, we now are in position to give you prompt service as well as steel equipment of the very highest quality.

De Luxe

Steel Equipment is All Its Name Conveys

CHICAGO METAL MFG. CO.

3724 South Rockwell St.

CHICAGO, ILL.

Phones:

Lafayette 5754-5755

Our Representatives
at Your Service

FRONTIER BOND



A
Pole Dried
Paper
Moderately
Priced
and
Very
Distinctive

~~~~~  
*A Trial Will Convince You*  
~~~~~

**La Salle Paper
Company**

171-173 N. Dearborn St.

CHICAGO

Telephone RANDOLPH 3640

"ASIDE FROM THAT IT'S ALL RIGHT"

(Continued from page 31)

designed by Edward Edwards. This is a case, referred to in a previous paragraph, where artist and craftsman have combined to accomplish perfection.

Printers appear scantily. The United Typothetae and the International Typographical Union distributed several of the usual small folders and booklets, undoubtedly of practical value to the business and executive departments, but of no special typographical distinction. There is a four-color-process print by the Hudson Printing Company, of Boston; very good reproduction and presswork, worthy of a more important subject. The Southgate Press has a special number of their Bulletin, filled with pertinent information to buyers of printing, attractively presented. Three folders from the Stetson Press are all good, "On That Next Order" being particularly interesting. The cover and inside page are reproduced, though one color is inadequate to show the excellent division of colors. A broadside from the Franklin Typographical Society of Boston carries an atmosphere of colonial printing appropriate in all details with the exception of a glaring anachronism. The composition is carried out in Caslon, with the exception of a prominent insert panel set in "modern" italic and large figures entirely out of harmony with the surrounding text. The Oswald Publishing Company distributed their catalog of "Books About Printing," each item of which is a valuable addition to a typographical library.

Machinery manufacturers issued little distinctive matter, but that is natural, for their important point of contact was by word and demonstration and their circulars need be no more than reminders of what the visitor saw and heard. The Intertype and the Mohr Linotype are both presented attractively and simply.

Publications are more interesting. The Trade Compositor, in addition to their excellent monthly number, issued a special Convention Number with a very good small page make-up. In some ways, I like it better than the larger format. Monotype appears with the July-August number, produced by the Atlantic Printing Company, of Boston, under the direction of Lewis C. Gandy. Monotype Caslon faces are used throughout, appropriately and gracefully, and the arrangement of the running head is particularly successful. The text, as usual, is full of pertinent and authoritative articles, notable among them being "A Study in Type Design," by Frederic W. Goudy, and Mr. Gandy's article on the use of Caslon faces, with a number of exceptional specimens and suggestions. It is my good fortune to receive, at this time, several of the recent Linotype circulars, showing their latest faces and decorations, in addition to the July-August Bulletin. Examination of the several type and ornament styles finds elements of finesse and subtlety in design which are characteristic of the long deferred effort to combine art and practicality. My personal choice from the group is divided between Elzevir, a letter style of inherent beauty and historical promi-

LETTERING
DECORATION
TYPE DESIGN
AND
TYPOGRAPHIC
COUNSEL



WILL RANSOM
14 West Washington Street
CHICAGO

New Lines Recently Added

ANTIQUARIAN COVER

Antique—Ripple Finish

2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER

Vellum Finish

1 SIZE—2 WEIGHTS—9 COLORS

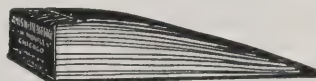
PATRICIAN COVER

Crash Finish

2 SIZES—2 WEIGHTS—8 COLORS

LODESTONE COVER

2 SIZES—5 WEIGHTS—7 COLORS



REG. U. S. PAT. OFFICE

JAMES WHITE PAPER Co.

Telephone—Main 875

219 W. Monroe St., Chicago

Photo Engraving



PHOTO-ENGRAVING in our plant is no longer based on experiments, but based on our knowledge of facts through experience along these lines.

It is at once apparent that to be able to express clearly one's wants when placing an order for a photograph, drawing, printing plate or any item connected with illustrating or printing, is to avoid delays and misunderstanding, to save money and otherwise contribute to the mutual benefit of buyer and seller.

This is our aim and with our knowledge as to just how this should be done, we hope to serve you.

Wallace-Miller Co.

Artists·Designers·Photo Engravers
Franklin and Huron Sts., Chicago



We Solicit
Your Business



We Specialize in Printers' Waste Paper

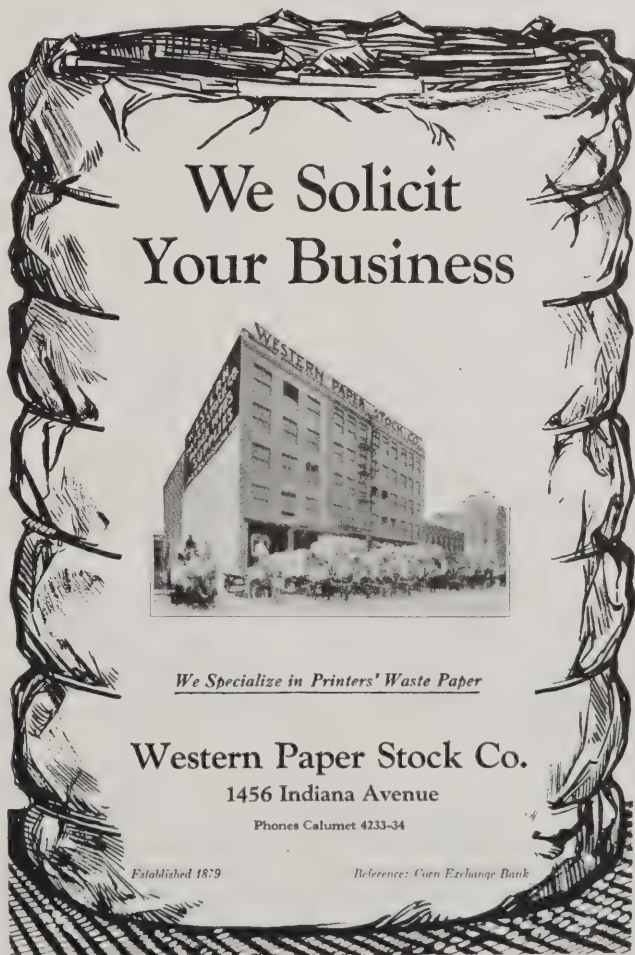
Western Paper Stock Co.

1456 Indiana Avenue

Phones Calumet 4233-34

Established 1879

Reference: Corn Exchange Bank



"ASIDE FROM THAT IT'S ALL RIGHT"

(Continued from page 50)

nence which should be used more than it is, and the new Benedictine, a superb expression of the best early Italian standards. This might advantageously be more closely fitted; its solidity loses somewhat by reason of the abnormal white space between letters, particularly in the "book" weight.

A valuable addition to the literature of information for layout and estimate is "A Book of Type Sheets" from the Wentworth Institute of Boston. Careful and painstaking research is simplified and charted in an intensely practical and fool-proof form for rapid and easy use, and every layout man should have a copy.

Royal Electrotpe Company, Philadelphia.—The next time you send us as good a piece of work as the folder about Mr. Frank Galvin, please tell us who the printer is, for this item is astonishingly good.

Louis Dejonge & Co., New York.—We quite understand your pleasure in the announcement of Mr. Neblung's appointment, for it has that indescribable something called "atmosphere"; an atmosphere of dignity, quality and charm quite unusual. We are glad to know that William Edwin Rudge printed it, so that we can offer him, also, our congratulations.

The Berkshire Company, Chicago.—The folder showing specimens of your book papers presents them in a form both attractive and practical. A lighter color scheme on the cover would have given your name and telephone number greater prominence.

Commercial News, Sioux Falls, S. D.—The mailing folder done for you by the Sessions Printing Company is a very good piece of newspaper publicity. The editorial value of the text is notably high, and it is presented in a harmonious typographical dress.

William Eskew, Portsmouth, Ohio.—It is a pleasure to see what can be done with a few type faces, thoughtfully selected and arranged with a definite adherence to the principles of design. The construction of the initial on the first page of the Monthly Craftsman is really clever, but I question the shape and margin of it in that particular page layout.

Denver Typothetae, Denver, Colo.—The "First Annual Banquet" program is very creditable, the presswork being especially fine, but the decorative features are a little overdone. More restraint would have added materially to the dignity and refinement which should have characterized this production.

LET US QUOTE YOU ON YOUR PAPER NEEDS



Asset Bond

We have just added ASSET BOND to our line of Bond Papers and we have secured the exclusive Chicago agency on this line.

It is carried in White and five colors—Blue—Buff—Canary—Pink and Goldenrod—in the usual sizes and weights.

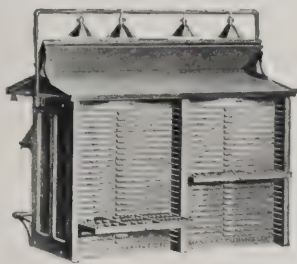
We shall be glad to submit samples or have our salesman call.

Messinger Paper Company

180-82-84 West Randolph St.
CHICAGO

TELEPHONE MAIN 2120
Six Trunk Lines

New Equipment Announcement No. 3



Stock of Standard Tracy Cabinets, stands, stone frames, cases, furniture ready for inspection and prompt delivery.

When purchasing steel or wood Composing Room Equipment, call on us for layouts and expert advice. We have been representing The Hamilton Mfg. Co. in this territory since 1878.

Complete Outfits

WANNER
MACHINERY CO.
A.F. WANNER PROP.

716 S. Dearborn St.

CHICAGO



PERFECT PRINTING PLATES

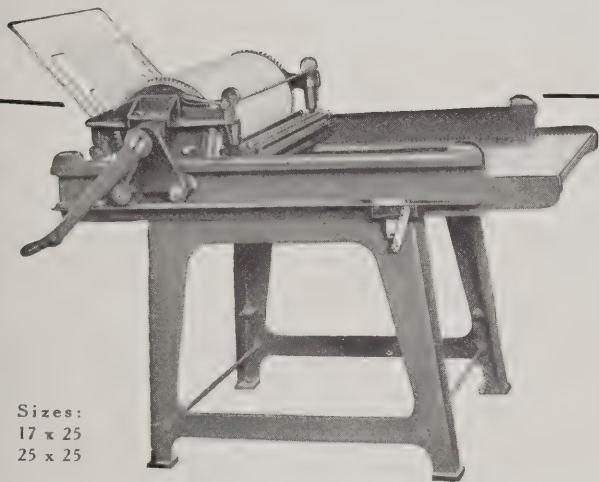
HALFTONES
ZINC ETCHINGS
COLOR PLATES

*Personal
Service Idea*

PREMIER ENGRAVING COMPANY

605 South Clark Street, Chicago

Harrison 8197



Sizes:
17 x 25
25 x 25

VANDERCOOK
RIGID BED

Composing Room Cylinders

The accuracy and rigidity of impression and the perfection of the inking system make these presses the most serviceable of

TEST PRESSES

For full information address

THE VANDERCOOK PRESS
VANDERCOOK & SONS

Originators of the Modern Proof Press

452-456 N. ASHLAND AVE. CHICAGO, ILL.

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers and Maps.
Stippling Book Covers
Tin Edging { Hangers
 { Maps
 { Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.

PHONE MAIN 621-2503

Lifting Sheets of Paper and
Whole Magazines
or Books by

AIR SUCTION

A principle used in feeding paper in
printing presses, rulers, gatherers, ad-
dressers, mailers, wrappers, labellers,
etc.—

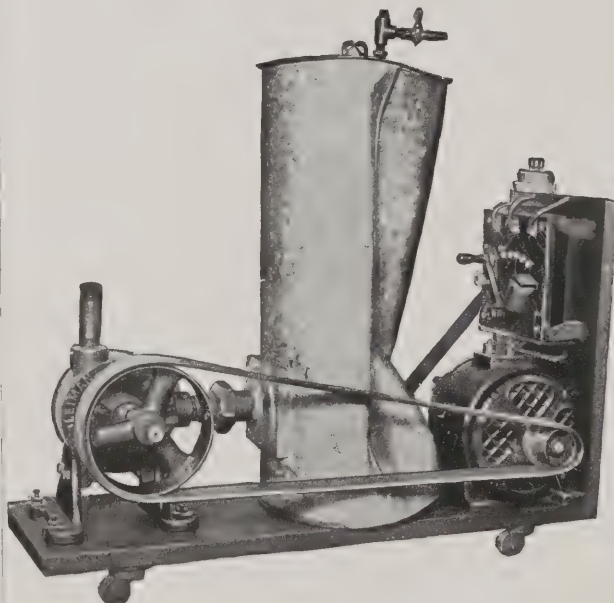
See the Curved Wings

IN
LEIMAN BROS. PATENTED
ROTARY

AIR PUMPS

VACUUM AND PRESSURE

That's what makes that strong
suction—or if the case requires it—the
pressure—and they "TAKE UP
THEIR OWN WEAR."



Also used for Agitating Electrotypes Solutions

Just to show that the machines are
positive in action notice this illustra-
tion of the metal tank collapsed under
the powerful suction of one of these
small pumps—most devices using air
for the above purposes are already
using these pumps—so when in doubt
write us before installing a new auto-
matic feeder.

LEIMAN BROS.

81-BE-8 Walker Street

New York

Makers of Good Machinery for 35 years

WHAT THE BOSTON SHOW SHOWED

(Continued from page 33)

able kit of tools for the typographic designer or
layout man or for any creative printer.

A new and ambitious issue, shown for the
first time at the Boston exposition and distrib-
uted with discrimination from the Linotype
booth, is the Linotype Layout Kit, a kit of some-
thing like 100 layouts and clip sheets to be used
in making dummies. If you are interested in
doing beautiful work with Linotype material, it
will more than pay you to write to the Depart-
ment of Linotype Typography for this kit.

It would be impossible to discuss in a small
space the many individual exhibits. Those of
you who attended the first exposition in Chicago
last year will recall the feeling of helplessness
which swept over you as you looked over the
maze of people, machines, and printed matter,
and thought of covering the ground before you
in the time at your disposal. Increase that feel-
ing by the increased size of the Boston show and
you will get something of my feeling now as I
am trying to tell you about it. Before another
issue of Ben goes to press I hope that I shall have
some pictures to show you what I cannot paint
with words.

Exhibits of printers from Boston and the
vicinity of Boston formed a solid line on the
balcony. The entire first floor was jammed with
printing, typesetting, folding, engraving, and
other like equipment, including the baby Four-
drinier of the American Writing Paper Company
in operation before a constant throng of inter-
ested lookers on. In the basement box-making
machinery was in constant operation, turning
out actual commercial orders of folding boxes.
On the balcony paper merchants and paper mills
showed their wares in a galaxy of evidence that
paper is a most important factor in the printed
job, and on the same floor printers' exhibits vied
with trade journals and miscellaneous showings
for the attention of the visitors and delegates to
the convention.

There was so much to see and do and talk
with others about that there was scarcely time
to take in the entertainment features which the
committee on entertainment had provided. But
the good times were not neglected. One printer
who had evidently found something not on the
bill of fare at the shore dinner was gently led by
loving friends from the lobby of his hotel to his
room in an effort to still his ambitious voice.
For he was reciting with dangerous loudness a
verse written by Bert Taylor several years ago
when his column in the *Chicago Tribune*, "A Line-
O-Type or Two," was in its glory:

"O, Boston, the land of the oyster,
The home of the bean and the cod,
Where the Cabots talk only with Lodges,
And the Lodges talk only with God."

But to those who had partaken of Boston's
hospitality this was not to be listened to with
equanimity so he was bundled off to sleep the
sleep of the just and the inebriate and the good
time went on without a serious ripple.

Not mere "tints"

THE SELECTION of colorings for Superior Bond is not haphazard. It is done with care that the various departures from white may have agreeable color value without garishness. Look for yourself—we'll be glad to send samples.

You will also find the tints more uniform from year to year than in most bonds.



MIDLAND
PAPER
COMPANY

322 W. Washington St. Main 0142
CHICAGO



SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET

CHICAGO

TELEPHONE HAYMARKET 345

**Patrician
Cover [Art Laid
Crash
Finish]**

A distinctive pattern, strong and durable, combining beauty and usefulness.

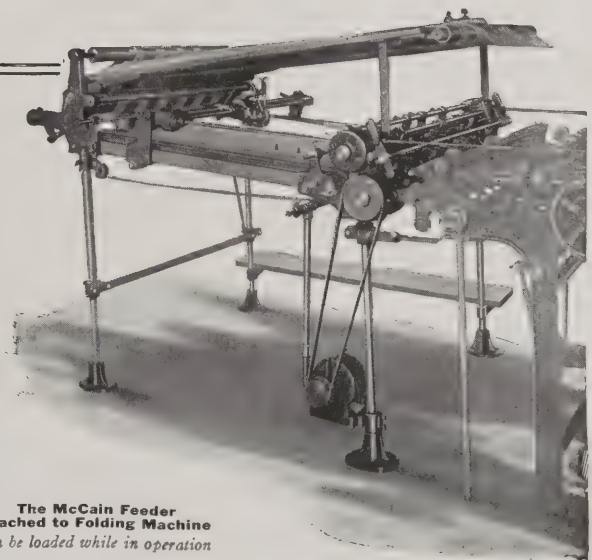
Made to withstand hard usage. Assures absolute protection to your booklet or catalog.

WRITE FOR SAMPLES AND
QUOTATIONS

**Parker, Thomas & Tucker
Paper Co.**

Telephone
Wabash
2630

520-526 So. Canal Street
CHICAGO



The McCain Feeder
Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company

29 South Clinton Street, Chicago, Illinois

KERR-SIMONS

Day
and
Night

we are laboring to
satisfy the demands
of appreciated patrons
who know the value of
good workmanship and the
best the market affords in

Mono Lino Type
and Makeup

Our body type—
both mono and
lino—embraces
faces and char-
acters that
are found in
all up-to-
date plants

Borders and rules,
quads and spaces,
leads and slugs;
in fact we carry
everything
you need for
the best in
printing

TELEPHONE
WABASH
7192-3-4
732 Sherman

SERVICE

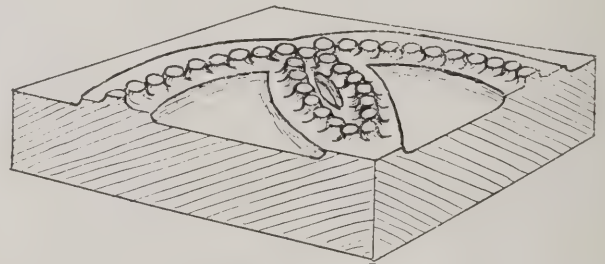
"COLOROTO" AND THE CHICAGO TRIBUNE

(Continued from page 32)

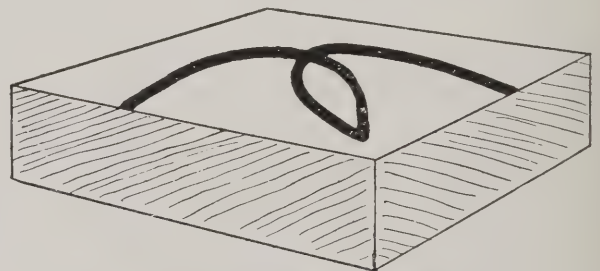
must be printed on newsprint; and it must be printed swiftly. Coarse screen half-tone color plates, or Ben Day manipulation of color blocks, have long been resorted to in an effort to make colorful the illustrations in the Sunday magazine section.

"The union of color and rotogravure as developed by *The Tribune* is a most happy one. Color vivifies; quickens; it is life to the eye; its advantages have always been obvious and desirable. Rotogravure gives wonderfully soft but accurate reproduction through an inexhaustible range of media. The successful joining of color and rotogravure in one unprecedented process has at last subjugated the sinister entente of high speed presses and newsprint paper. Coloroto has made color, in the true, genuine sense accessible to newspaper readers.

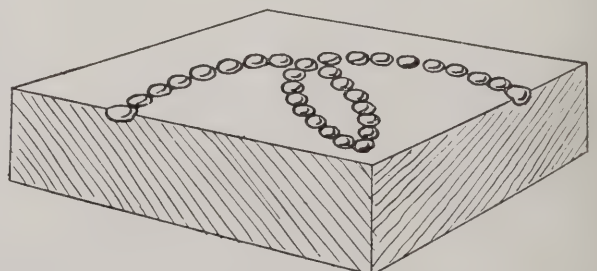
"The process of four-color rotogravure is similar in principle to one-color rotogravure, but the operation is more intricate and difficult. There are two classes of reproduction in color-rotogravure. In one, the copy to be reproduced is set before the camera, and color separation screens are introduced between the camera and the copy. This stage of the process is similar to the four-color half-tone process: An orange screen absorbs all but the blue portions of the



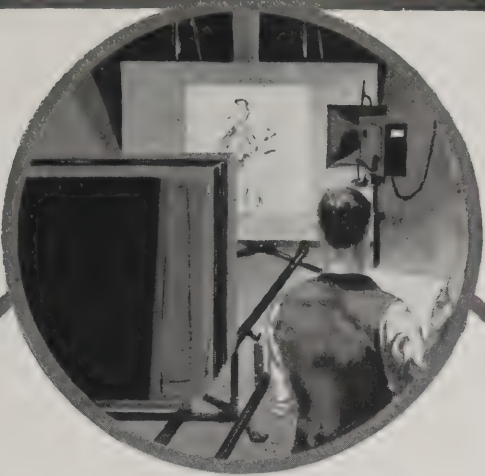
Relief Printing Surface



Surface Printing Surface



Intaglio Printing Surface



STARTING RIGHT

SHARP, clean-cut, tone-yielding halftones require skillful handling with vigilance, every step of the way. Much depends on the photographic negative, which is the starting point.

Making the exposure is an exacting, time-consuming process, and even with the best of handling, results are frequently inadequate.

Now, a poor negative can be "doctored" to make a passable photo-engraving. But Crescent insists that every job be started right with a perfect negative.

There is no place for makeshift in Crescent products—a policy that is justified by results.

CRESCENT ENGRAVING CO.
KALAMAZOO, MICHIGAN

The
FUCHS & LANG MFG. CO.

PROOF

Rutherford 40 Black Ink

has shown by its wide distribution that it will meet the requirements of all printers for a **general purpose black**.

In 25 - pound lots, 35 Cents per pound.

Mail your order to nearest address

THE FUCHS & LANG MFG. CO.

Makers of
Fine Printing and Lithographic Inks
Machinery and Supplies

119 WEST 40th St. N.Y.
120 WEST ILLINOIS St. CHICAGO
142 NORTH 4th St. PHILADELPHIA

HARRIS & WALKER

Bookbinders and Finishers
TO THE PRINTING TRADE

INDEXING
DIE CUTTING
NUMBERING
PERFORATING
SCORING
CREASING
PUNCHING
EYELETING
ROUND CORNERING
WIRE STITCHING

Prompt Service at Right Prices

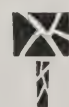
Telephone Franklin 2101

167 W. Monroe St.

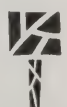
Chicago



The strongest argument in favor of Business is the liberal use of Sketchy Cartoons, Commercial Drawings, Advertising Designs, Etc.
Suitable for PHOTO PROCESS ENGRAVING



HALF TONES
ZINC ETCHING
COLOR PLATES



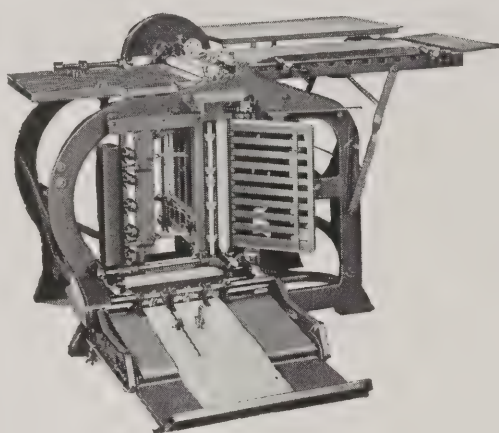
HAMMERSMITH
ENGRAVING Co.

BENJAMIN KORTMEYER
General Manager

Phone
Harrison
5876

CHICAGO

501 So.
Dearborn
Street



Do You Get Your Printing Jobs by Chance or by Conviction?

Do you go after a job and "hope" you will get it—do you go after it and *know* you will get it?

In other words: Can you walk into a prospect's office and convince *him* of the advantage of placing his printing with *you*?

Can you show him quality work and quote a price on his jobs that nobody else can beat?

Can you promise quick delivery and make good on the promise every time?

If you have efficient, modern equipment—you can, and you *know* that you will get the order. If you have not—you simply "hope" you will get it, and your experience shows what most frequently happens.

When you can go after a job and place all your cards on the table—face up—you're going to be a busy printer 313 days a year—and probably some Sundays too.

And you can do that only when you know your mechanical means of production will enable you to turn out very excellent work—quickly, cheaply and profitably.

That is where a Cleveland Folding Machine—that folds everything from a 4-page envelope stuffer to a 32-page book form—will prove itself to be one of the most useful, time saving, money saving and profit making pieces of equipment in your shop.

It will fold a total of 210 different forms—156 more than *all* other folding machines combined—and take sheets from 4x7 to 26x58 inches in size.

It will lower your folding costs and enable you to handle both big and little jobs cheaper, quicker and better than you can by any other means.

Write now for full particulars—and a free copy of our catalogue.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY:
CLEVELAND

NEW YORK: Aeolian Building CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse

Represented, west of the Rocky Mountains, by Printers Machinery-Supply Co., San Francisco and Los Angeles, California; American Type Founders Co., Portland, Oregon; Barnhart Brothers & Spindler, Seattle, Washington.

copy; thus allowing the blue parts to react on the negative. A purple screen absorbs all but the yellow; a green screen allows only the red to pass. A negative is then made without the separation screens, to run in black and act as a 'key.'

"The foregoing method is the one used where oil or pastel is the medium. In the case of line drawings where the color is washed in flat, one negative is made for the black key, and the yellow, blue, and red negatives are made from this. This method presents no involved combinations either of color or of tone, so it is not necessary to separate the primaries by complementary absorption. It can be readily seen that when these four colors are superimposed, one above the other, we shall have a reproduction of the original, since all pigmental color, in whatever tone or combination, is derived from the primaries—yellow, blue and red.

"In either case we now have a set of four negatives, one for the yellow, one for the red, one for the blue, and one for the black. Each of these is to be etched on a separate copper cylinder.

"Positives are made from the negatives, and both are retouched as in one-color rotogravure. Each positive is printed on gelatine transfer tissue in conjunction with a screen, and the gelatine tissue transferred to the cylinder. This is an extremely delicate operation. Unless each color registers with those above or beneath it, the effect of the picture when printed is destroyed. A printing frame was devised and patented by *The Tribune* to insure the transfer of each color to its cylinder to within 1-1000 inch of the other colors on their cylinders. When the cylinders are etched, we are ready to go to press.

"The paper passes in a long sheet from the feed roll, where the color sections are printed in one continuous passage through the press. If the whole section is to be printed in four-color rotogravure, the paper passes first to the cylinder where it receives the yellow ink. Rotogravure ink, being more volatile than inks used in relief printing, dries very rapidly, so by the time the paper has passed from the impression roller up through a heated compartment, it is dry enough to receive another impression. So it goes to the red cylinder, up through the heaters, comes down and goes to the blue cylinder, and finally to the key plate, which is ordinarily black. The paper is then delivered to an auto-

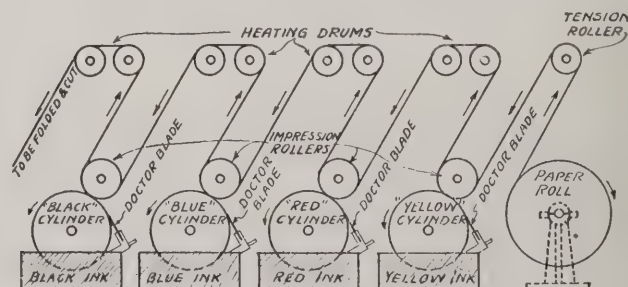
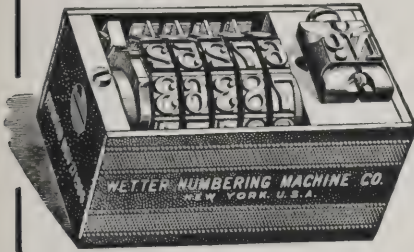


Diagram Showing the Passage of Paper Through The Tribune Coloroto Press

Every
Impression
Profit



WETTER

NUMBERING MACHINES:

All Dealers
Sell Them

Send for Catalog

Wetter Numbering Machine Co. Atlantic Avenue and Logan Street Brooklyn, N. Y., U. S. A.

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

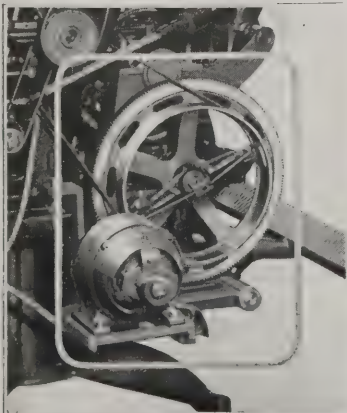
THE PRINTING MACHINERY CO.

505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

READ THE WANT ADS



Cline Westinghouse Interchangeable Electric Motor Drive

*Fits any
model
Typesetting
Machine
and is Inter-
changeable.*

Write Us For Further Details
CLINE ELECTRIC MFG. CO.

Exhibitors at Graphic Arts Exposition

Chicago

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Saving Time & Money

is accomplished by
sending your copy
to the best equipped
monotype, linotype
makeup trade plant
in this part of town

The Superior is in a
class by itself when
it comes to turning
out good work and
selling service that
satisfies the printers

*(The Acid Test is
Ability to Satisfy)*

Superior

Typesetting Company • 732 Federal Street
Monotype • Linotype • Makeup • Specialists
Better Grade of Agency Ad Composition
Day & Night Service • Harrison 2755-2756

matic device where it is cut and folded ready to be stuffed or inserted into *The Sunday Tribune*.

"The press is flexible in that almost any combination of four-color pages and one-color pages can be run.

"While the press is running on an average issue, there are 45 entire color sections in various stages of completion, counting that part of the paper receiving its first impression to the part being folded and cut.

"Fifteen shifts a week are used to get out the rotogravure sections. One shift is used for clean-up, so that there are 14 operating shifts. The production is approximately 30,000 an hour, which means 420,000 papers per press, or 840,000 papers a week. It is possible to increase the number of shifts a week to bring up the capacity to approximately 1,200,000 a week. The capacity of the roto presses running a roto section of 40 pages with only one color is 2,400,000 a week. The same capacity is available for a section of 20 pages of one color and four pages of four color rotogravure.

"Many difficulties have been surmounted in the color-rotogravure press room. Over a year ago an experimental press was built by *The Tribune* at a cost of many thousands of dollars. On it were conducted the experiments which showed that color-rotogravure could be successfully produced. The color-rotogravure presses which now make the edition run are the only presses of their kind in the world.

"A patented variable speed roller keeps the tension of the paper even as it passes through the press. An ingenious device, similar to a micrometer, was made to show to one one-thousandth of an inch whether or not each impression roller is running true to its proper alignment; if it isn't, a split-arm device at each side of the roller may be adjusted so that it is quickly put to rights. It was necessary to grind the copper cylinders to within two one-thousandths of an inch, so special calipers were devised in order to make such accurate measurement. All these devices are covered by patents held by *The Chicago Tribune*.

"Representatives of *The Tribune* have gone to Europe to study color-photography, art work and inks for use in connection with this unique printing process."

MY IDEA

I BELIEVE in God—and shall always believe in God—in spite of what preachers preach—not because of what they preach. The vaporings of Voltaire, Paine, Ingersoll, Wells, the scientists, the biologists, the geologists, the cults, the cranks, the healers, the evolutionists, the creationists, the atheists—do not swerve me one iota from my idea of the Eternal God. I do not know where He is, what He is or when, how or why He created this earth and all that in it is—and I do not care. I do not know what He has in store for me after the Great Adventure, but I believe and trust in Him. Futile beating at the walls of the unknowable are not to be a part of my fleeting, joyous little moment of life while it is mine to live.

—Julian Wetzel in *The Keystone Press*.

Domestic Mills Paper Company

We are sole distributors of the tympan papers made by the Warren Mfg. Co. They are in stock in Chicago.

Telephone Superior 9033

96-98 READE ST., NEW YORK
CANAL 5180

413-419 WEST ERIE ST., CHICAGO
SUPERIOR 9033

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

CHICAGO, ILL.

ECONOMY PRODUCTS

BETTER MATERIAL AT LESS COST

2 TO 12 POINT, MADE
FROM LINOTYPE METAL

LEADS

EQUAL TO THE BEST
FOUNDRY MATERIAL

SLUGS AND RULE BORDERS

Sales Agents for

**MARGACH AUTOMATIC
METAL FEEDERS**

Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys

Economy Products Co.
66 W. Harrison Street
Phone Harrison 6561
CHICAGO

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor

TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers

STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPPLING—ROLLER EMBOSING

GLUING, GUMMING—Labels of all kinds

DIE CUTTING—Outside, Die Labels

Engdahl Bindery

412-420 Orleans St. (*Just across the New
Franklin-Orleans Bridge*) CHICAGO

"BOOKS BOUND BY US ARE BOUND TO SATISFY"

*Edition
Book Binders*

Telephone Main 4928

WALLACE P. ALLEN, President

N. H. UTZ, Vice-President and Treasurer

MILWAUKEE PRINTERS' ROLLER CO.

PRINTERS' ROLLERS

and Tablet Composition

Printing Machinery

214 Greenbush Street,

MILWAUKEE, WIS.

A Printer's Dream—



ONCE Upon a Time there lived a Printer, who dreamed that he had a Composing Room with an Inexhaustible Supply of New Type and Material and all of the Type Faces which he could possibly use in Serving His Customers.

He dreamed that in this Composing Room he employed none but the most Skilled Craftsmen—both to man his Machines and do his Hand Work—all of whom were willing to lay off when they were Not Producing.

He dreamed that in Charge of this Composing Room were Men who were thoroughly versed in all the details of the Typographic Art, and who were not only responsive to His Instructions but were able and favorably disposed to Give Advice and Counsel on request.

He dreamed that this Composing Room was at his command for a Single Hour or All of the Twenty-four Hours of Every Day; and that when it was Not Actually Working for him All Expense immediately Ceased.

This Printer's dream of an ideal Composing Room was never realized in His Own Plant.

It was not until the development of the modern Trade Composition Plant that all of the Advantages of which this Printer dreamed were Available. Then his Vision became Reality.

*"THE STANDARD WAY":
A method of producing
composition, either on the
galley or in madeup form,
whereby the output of Lino-
type, Monotype and Makeup
Departments, either singly or
combined, is so handled as to
result in perfection of prod-
uct at lowest possible cost.*

Standard Typesetting Co.

"Chicago's Composing Room"

701-703 South LaSalle Street, Chicago

Telephones Harrison 3570-1-2

AD MEDIUMS FOR THE SMALL SHOP

(Continued from page 29)

mailing list thoroughly up to date would cost you \$4.00 a month, based on this calculation—far more than enough to pay for such time as is needed to keep the list constantly revised.

The truest test of expanding the list is, "Does this firm, or man, really represent the possibility of a sale?" It is quite easy to add names. It is especially difficult to take them off. Once a name appears on the mailing list, the tendency is to feel that "at some time" it may mean a sale. So, add no names without the best of prospective selling reasons.

Unless mechanically inexpedient, all advertising communications each month should be addressed to the list on typewriter. Unfortunately, many printers still resort to hand-written addressing, because some employe in the office who cannot operate a typewriter has "spare time" which can be used for addressing. The neatness, the business-like appearance of the typewritten address far more than compensates, however, for the extremely slight added clerical cost.

By all means, keep every person on your list continuously reminded of your firm and your service.

The advertisement sent out today performs the function of a reminder and a sales messenger. Possibly a favorable impression is created. But business men have many things on their minds aside from an interest in printing. So much the more reason for an additional message the following month: Only advertising persistency brings its full reward.

So the printer who makes a definite plan for monthly advertising—who sees to it that his message is mailed promptly at the same time each month—who senses positively that each advertisement pyramids all the more strongly the favorable impression which the preceding advertisement made—that printer is the one whose advertising investment will pay big, positive, tangible returns.

But in considering the requirements surrounding profitable direct advertising either when it is designed to bring back inquiries or actual business, or when its chief purpose is to supplement the work of salesmen, there are six important points to be considered before a single direct advertising item, or a complete campaign, may be said to be worthy of approval. Including the mailing list there are seven, as follows:

Your mailing list must be right; names correctly spelled and addresses accurate.

Your story must be interestingly told.

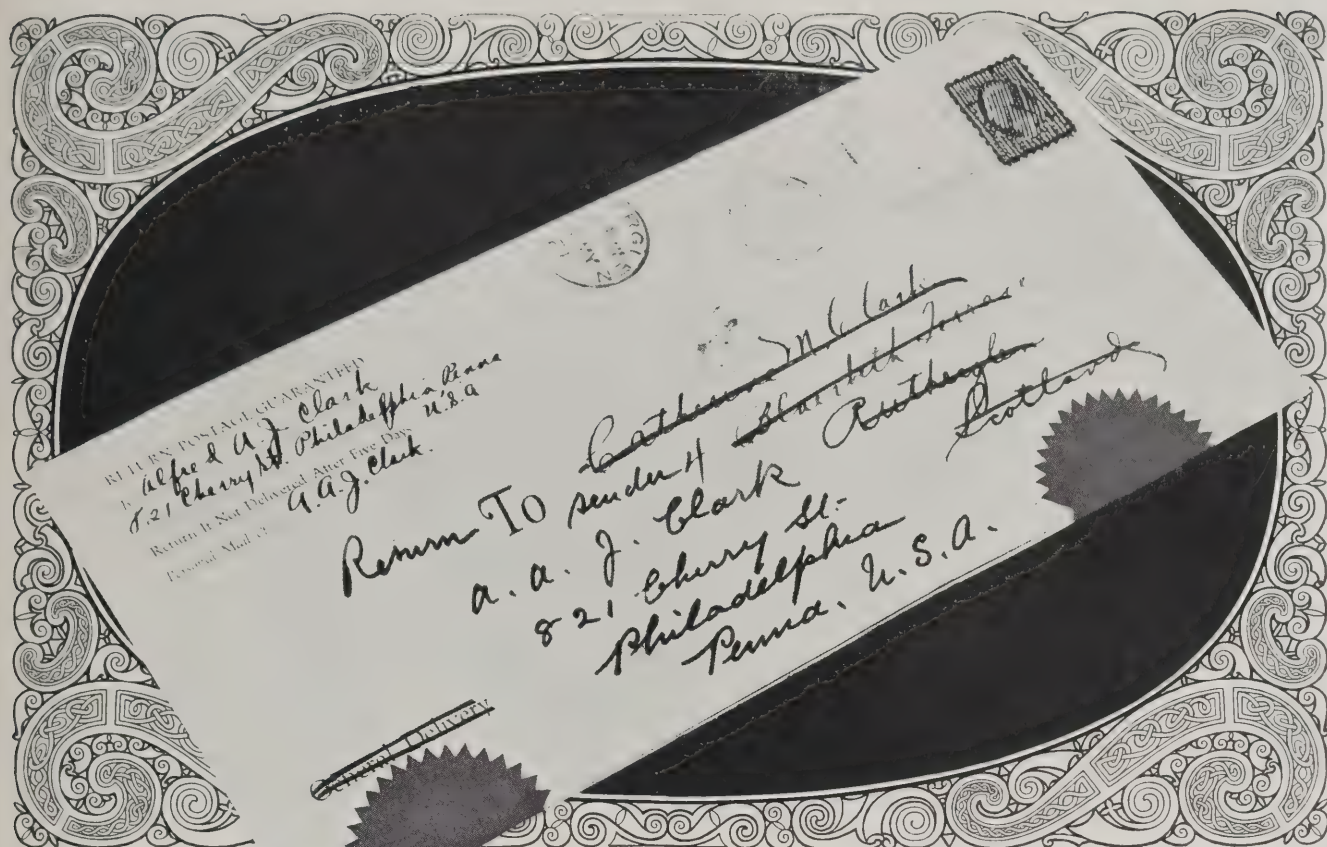
Your message must be timely according to the season and the prevailing styles.

Your message must be well printed.

Your illustrations must be clean-cut and appropriate to the message.

Your folding, enclosing and addressing must be neatly done.

Your mailings must be regularly and persistently sent out.



After a round trip to bonnie Scotland

MATCHING its strength against the ravages of the mails, the sheet of Foldwell pictured above returned from its strenuous trip to Scotland unscathed. None of the common and unsightly after effects of mailing were evident. No breaks—no “travel cracks.” Instead, this folder possessed the same fresh forcefulness that it had when it was first mailed.

Foldwell dared to make 17,000 such test trips because it is the one coated paper that combines folding integrity with fine surface.

Only with such integrity can you be confident that the effectiveness of your printed pieces will be preserved until they are read. That is why Foldwell is so extensively used.

CHICAGO PAPER COMPANY, Manufacturers
Desk 9, 820 South Wells Street, Chicago

Distributors
in all
Principal Cities

Coated Book Paper
Coated Writing Paper
Coated Cover Paper



Rutherglen,
Scotland





Where Paper Needs of the *World* are Met

A TREMENDOUS amount of all the paper used in the world is made in Kalamazoo. Infinite paper service is expected from this center.

To satisfy more fully than ever all demands for such service, the three leading mills of this territory have recently perfected a giant merger—the Allied Paper Mills.

A ten million dollar valuation—10 paper machines and 34 coating machines—control of principal raw materials—a constant supply of stock papers on hand for every printing need; these are indications of our ability to provide unusual paper value and a singular service.

We will be glad to send samples to interested parties and give details of the specific service we can render them.

ALLIED PAPER MILLS, Desk 9, Office No. 6, Kalamazoo, Mich.

New York Warehouse, 471-473 Eleventh Avenue

STOCK PAPERS ON HAND AT MILL AND NEW YORK WAREHOUSE

Special Offset
Liberty Offset
Dependable Offset
Kingkote Offset

Victory Dull Coat
Porcelain Enamel
Superior Enamel
Superba Enamel

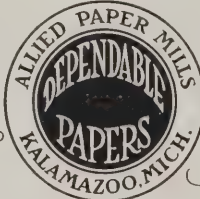
Superfine Enamel
Coated One Side Litho
Standard M. F.
(white and colors)

Superbend Clay Coated Box Board

Standard Super
(white and colors)
French Folio
Laid Mimeograph

Index Bristol
(white and colors)
Litho Blanks
Translucent Bristol

1

ALLIED  PAPERS
Source of Paper Service



BARDEEN DIVISION MILL NO. 2
OTSEGO, MICHIGAN



KING DIVISION, KALAMAZOO, MICHIGAN.



MONARCH DIVISION
KALAMAZOO, MICHIGAN

The Chicago Tribune

The World's Greatest Newspaper

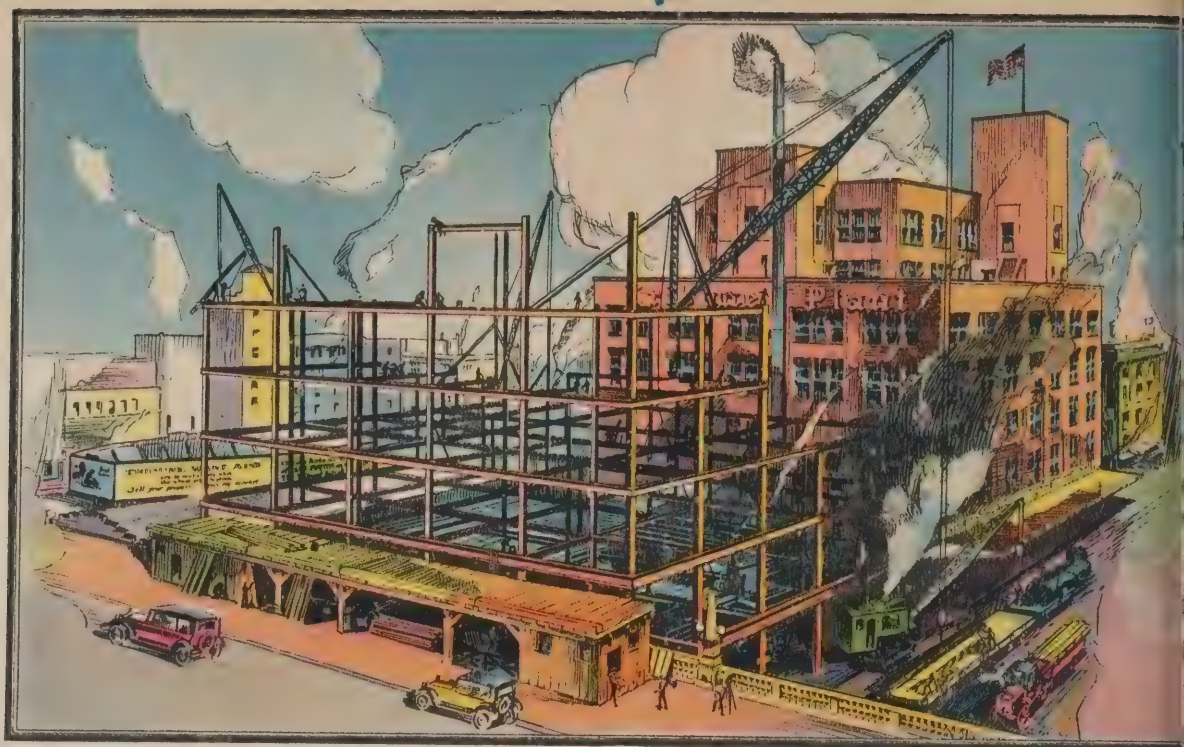
Pageant of Progress COLORoto SECTION



Read the Blue Ribbon short stories and serials by leading writers of fiction—illustrated in four-color rotogravure every Sunday in The Tribune

NY
THE
LIBRARY OF THE
MUSEUM OF MODERN ART

LIBRARY
OF THE
UNIVERSITY OF MARYLAND



\$100,000.00

IN PRIZES TO ARCHITECTS

*Tribune seeks surpassing beauty in
new home on Michigan Boulevard*

THE TRIBUNE has offered in commemoration of its Seventy-fifth Birthday, \$100,000.00 in prizes for designs for a building to be erected on its vacant lot at North Michigan Boulevard and Austin Avenue. Commemoration is made in this manner for three reasons:

- to adorn with a monument of enduring beauty this city, in which The Tribune has prospered so amazingly.
- to create a structure which will be an inspiration and a model for generations of newspaper publishers.
- to provide a new and beautiful home worthy of the world's greatest newspaper.

The contest will be under the rules of the American Institute of Architects. Competition will be open and international. Each competitor will be required to submit drawings showing the west and south elevations and perspective form the southwest, of a new building to be erected on The Tribune's property at the corner of North Michigan Boulevard and Austin Avenue. Architects desiring complete information are requested to write to Robert R. McCormick, Joseph M. Patterson, Editors and Publishers, The Chicago Tribune.

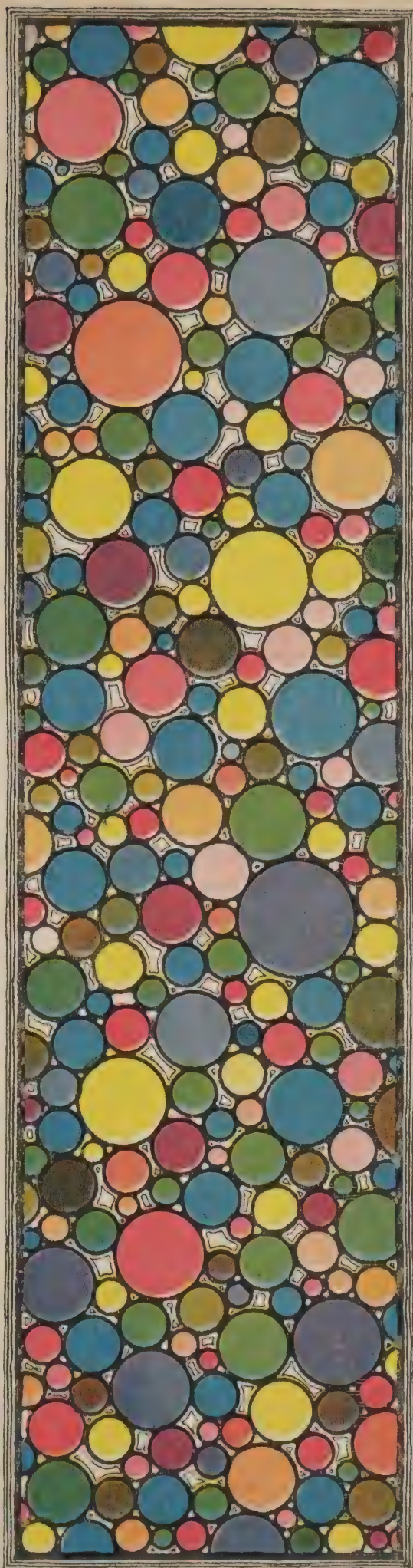
What COLORoto means

COLORoto is a new newspaper color printing process—invented, applied, and patented by The Chicago Tribune.

In ordinary printing the ink is applied to raised surfaces which are then pressed upon paper. In rotogravure printing the ink is applied to an etched copper cylinder. The surplus ink is then scraped off the raised surfaces by a steel knife and absorbed from the etched hollows by the paper. The effect of the latter is far richer and softer, particularly in the reproduction of paintings and photographs.

In magazine color printing a sheet of paper is printed in one color, allowed to dry, printed in a second color, etc. This process is too slow for newspaper use. Newspapers, being forced to shoot rolls of paper at high speed through cylinders which rapidly pressed one color on top of another, found it impossible to attain satisfactory color reproduction.

At least it seemed impossible until The Tribune developed the COLORoto process by which its magazine section is printed. This booklet was printed at the 1922 Gigant of Progress on the small experimental press used by The Tribune in working out this problem.





1

The YELLOW

ON this page are shown the four stages in the passage of an illustration through the COLORoto press. The picture at the left has received from the first copper cylinder those portions to appear in yellow.

2

The RED

IN this picture the red ink has been received from the second cylinder. Where the red comes above the yellow, orange is produced. All variations in color are made in this way, by combining the primaries: red, yellow and blue.



3

The BLUE

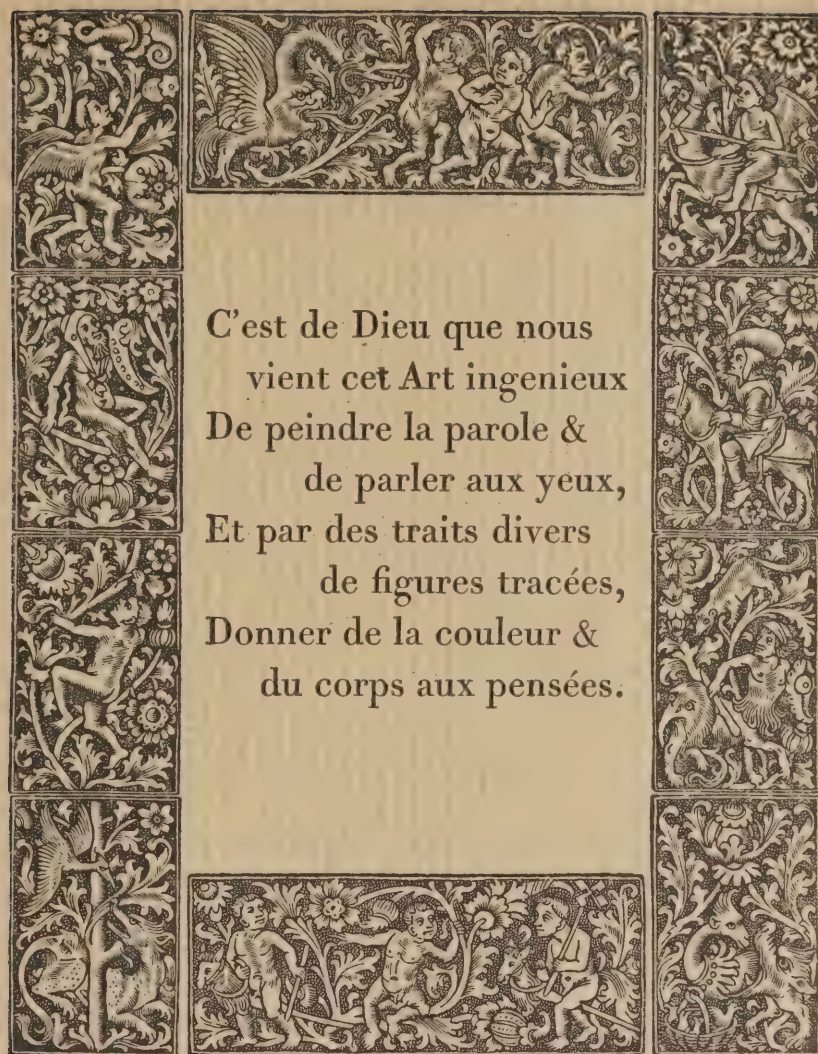
AS the paper passes the next cylinder it receives all those portions which are to appear in blue. Notice how the blue ink has combined with the yellow, the red, and the various mixtures of yellow and red, to make still further colors.

4

The BLACK

FINALLY, over all the "color" is thrown the black "key." This sharply defines the areas of color and gives body to the illustration. These four impressions are received in only a few seconds' time as the paper rolls continuously through the press.





THE decorative border above is reproduced from *Les Heures à l'usage de Rome*, a book printed by Philippe Pigouchet, 1498, in Paris for the publisher Simon Vostre. Pigouchet, who is practically unknown in the history of printing, was probably, next to Erhard Ratdolt of Venice, the greatest exponent of the art of book decoration in the fifteenth century. The graphic quality and color of the criblé border units have almost never been excelled. Yet these were executed during the early days of printing.

Pigouchet was originally a workman in the printing office of Caillaut and Martineau. He set up his own establishment in 1488, in the Rue de la Harpe, in quarters rented from the Collège de Dainville. His work showed two distinct periods of style. The first style was interesting but not extraordinary. The second style, on which his reputation is based, was inaugurated with the issue of the volume from which the border reproduced is taken. Pigouchet continued to print in Paris till about 1512.

This insert has been contributed to the Graphic Arts Number of Ben Franklin Monthly by the Condé Nast Press, Greenwich, Connecticut. Designed by Douglas C. McMurtrie and set in Didot type designed and cut by Firmin Didot, cast from matrices formerly belonging to the Beaudouire Foundry in Paris. Printed on Roxburghe Laid made by the Worthy Paper Company Association, furnished by the courtesy of Blake & Decker, Inc.

THE LIBRARY
OF THE
UNIVERSITY OF MANNING



*The
Silent Salesman*

— AND —

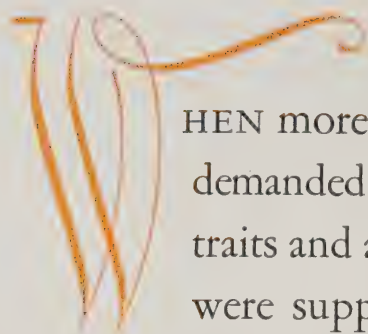
*DEJONGE
Art Mat*

THEY are deciding what car to buy. The moment has arrived when you rejoice that your catalogue was printed by a "Class A" printer on DEJONGE *Art Mat*, a dull-coated paper. This paper presents illustrations with photographic fidelity and beauty, gives a uniform result on both sides of the sheet and throughout the run. Its surface has the charm of old ivory, delightful to read from, pleasant to the touch. Such a paper will make your silent salesman eloquent. Printed samples await your call.

69-73 DUANE STREET **LOUIS DEJONGE & CO.** NEW YORK CITY

Distributors: *Whitaker Paper Co.*, Cincinnati & all divisions; *Zellerbach Paper Co.*, San Francisco & all divisions

A demonstration of *Art Mat's* remarkable photographic printing quality
Read the other side



HEN more than twenty years ago photographers demanded a substitute for "glossy" papers for portraits and art studies, matte or semi-matte papers were supplied to meet this demand. Today no photographer would think of offering his customer glossy prints. Halftone and color-process printing is closely allied to photography. Some fifteen years ago progressive printers, in turn, demanded a substitute for enamel paper. We gave them Art Mat. This remarkable paper was born of experience gained in the manufacture of photographic paper itself. It was produced for a purpose—to permit of reproducing in halftone that elusive something known as photographic quality, or atmosphere. *Art Mat prints to perfection.* Its velvety surface absorbs rather than reflects light; adds dignity to type; true photographic quality to illustrations; is beautiful in itself; makes reading a pleasure, and imparts distinction to every page. Art Mat has become a daily "habit" with many printers for these reasons.

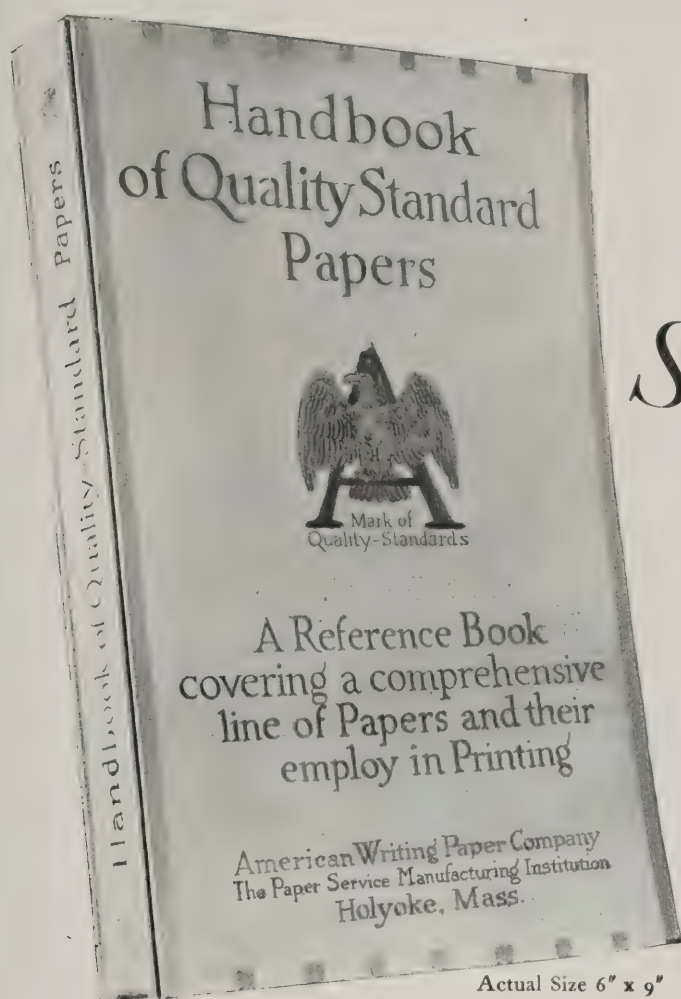
LOUIS DE JONGE & COMPANY


PRESIDENT

NEW YORK
PHILADELPHIA
CHICAGO



This is White ART MAT, basis 25 x 38—120 lb. For evidence of the printing quality of Art Mat, see the other side of this sheet.



Actual Size 6" x 9"

How to put Paper Standardization to work

—how to plan a printed salesmanship campaign; prepare copy and layout; how to select the correct kind and grade of paper—size, weight, color, finish—and how to produce the job in the most economical way.

AFTER an extensive and intensive study of the uses of paper, a grade has been developed to meet each business requirement in the most economical and efficient way. Information about all the qualities of each grade of paper is now easily and quickly available. **THE HANDBOOK OF QUALITY STANDARD PAPERS** is the *key* which enables the user of paper to make practical use of the wealth of information attained by this exhaustive research.

Whatever specifications are determining your selection of paper, you can easily find by consulting the reference indices at the side of the pages the section of the book giving the facts you need.

This handbook makes it possible to determine:

1. The proper paper for each specific use.
2. The practical untrimmed size of any printed piece which cuts without waste from standard sheet sizes.
3. All quality-standard mill brand papers obtainable in any standard size sheet;
any standard substance weight;
any standard color;
any standard finish;
any standard formation.

4. All quality-standard mill brand papers adaptable to any method of impress.*

5. Envelopes suitable for use with each quality-standard paper.

No sooner is a mail campaign decided on than a number of problems come up for attention and decision. The *pink page section* of this new book contains much valuable information about the planning of direct advertising. There is also a cross-reference index to the Ruxton Salesmanship course, enabling busy students to trace quickly any word or topic of interest through the entire series of lessons.

Do not delay in ordering this handbook—the distribution will necessarily be enormous, and our resources will be taxed to provide for it. Make sure of getting *your* copy on time by mailing this coupon at once.

* Referring to the various Graphic Art processes, i. e., printing, lithographing, engraving, rotogravure.

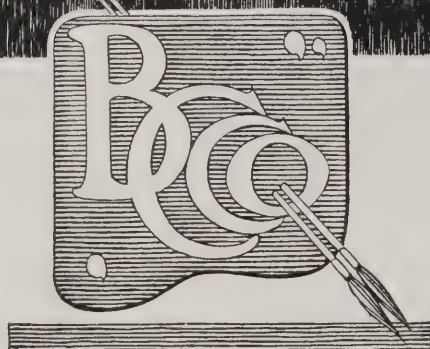
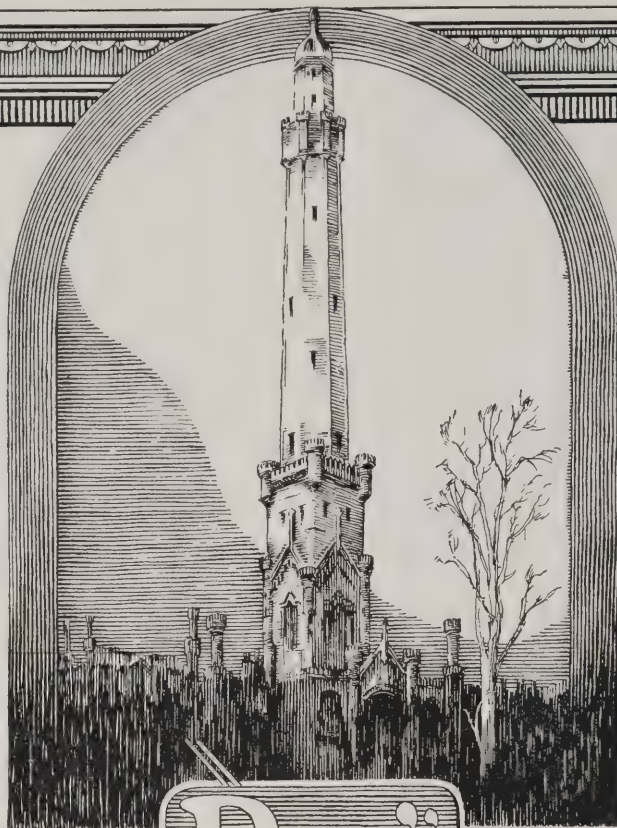
American Writing Paper Company

The Paper Service Manufacturing Institution

HOLYOKE, MASSACHUSETTS

Individual _____
Firm Name _____
Address _____
Name of your Service House _____
If you have not received a copy of this valuable handbook, send this coupon to the nearest Service House or to American Writing Paper Co., Holyoke, Mass.





LANDMARKS

—conspicuous marks varying in character reminiscent of an age or generation, defining a boundary, and early civic improvement, the abode of a pioneer — interesting to the stranger and edifying to posterity, but always an object of identification and direction.

Like a landmark, hallowed by time and dignified by a generation of service, the B. C. Co. mark has been a directing sign to the discriminating buyer, and today reflects the prestige which years of constructive endeavor lend.

BARNES-CROSBY COMPANY

E. W. HOUSER, PRES.

ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS

226-232 WEST MADISON STREET

CHICAGO, ILLINOIS

TELEPHONE MAIN 2486

What Do You Expect From a Paper House?



YOU want dependability, of course; adequate variety of stock, prompt delivery, suitable credits, right prices, satisfactory personal relationships.

Yet, the *net* of all these factors—what you really expect from your paper house—may be expressed in one word—SERVICE.

And SERVICE is precisely what we aim to give you—service that meets in full measure your every requirement.

Back of this service is our more than 70 years in the paper business—one of the largest and most varied paper stocks in the country—a new warehouse affording remarkable delivery facilities—a personnel that is on its toes to give you exactly what you want, be it an eight-page dummy or eight tons of LAKESIDE Bond!

You GET the service you expect, from Bradner.

Bradner Smith & Company

175 WEST MONROE STREET

CHICAGO, ILLINOIS

Try Us—and Judge Us—On

SERVICE!

IN THE machinery of business, Byron Weston Co.'s papers are always found in close contact with the "main driving shaft." They are invaluable for transmitting and recording commercial correspondence and daily data.

All down the line, from *Weston Record* to *Waverly Ledger*, the characteristic B-W quality, strength and finish are transmitted. As a result, each of these papers rates highest in its particular field of usefulness.

WESTON LINEN RECORD: For municipal, county and state records. For the accounting of large corporations and financial institutions.

WESTON DEFIANCE BOND: For commercial correspondence. For policies, bonds, deeds and all documents necessitating printing and writing.

WESTON FLEXO LEDGER: For flat-opening loose leaf ledgers. Made with a hinge in the paper.

WESTON TYPOCOUNT: For the particular requirements developed by machine bookkeeping.

WAVERLY LEDGER: For general commercial requirements. A splendid writing and printing paper at a medium price.

Byron Weston Co.

Dalton, Mass.

WRITE FOR A
SAMPLE BOOK
OF B-W PAPERS
THAT WILL
BEST SERVE
YOUR REQUIRE-
MENTS.





Courtesy
I. C. R. R. Co.

USE

FOREVERFOLD ENAMELED

THE QUALITY PAPER
WITH CHANCE ELIMINATED

THAT'S WHY IT'S WORTH THE PRICE

MOSEY PAPER COMPANY
CHICAGO

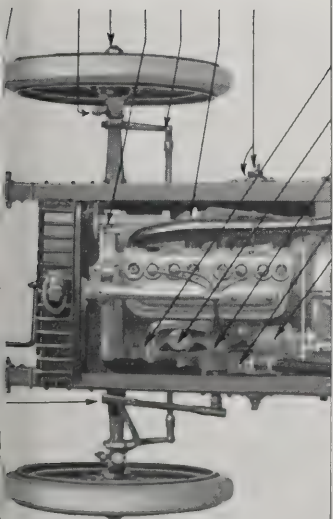
SELLS FOREVERFOLD ENAMELED
AND OTHER PAPERS THAT REFLECT TRUE VALUES

THE LIBRARY
OF THE
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STR

FIBRE
FOR EV
A SAFE
IMPORT
IT WILL
DIGNITY



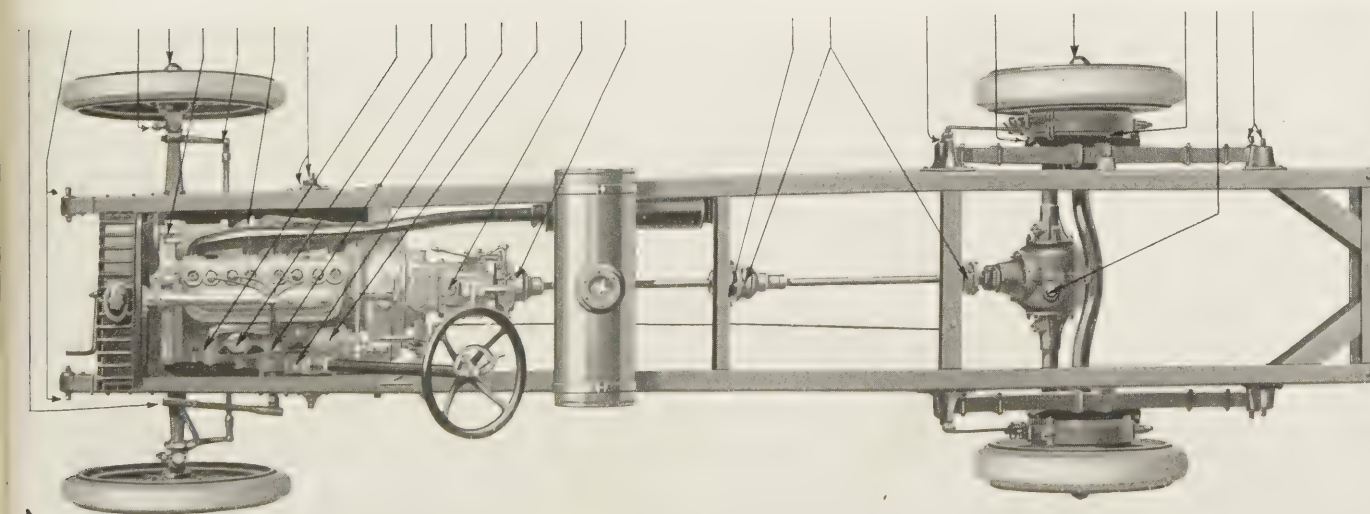
FOLD IT—
TEAR IT—
PRINT ON IT—
MAIL IT—
IT IS FOR EVER FOLD ENAMELED—
IT WILL STAND THE TEST



Courtesy
C. M. & ST. P. RY.

STRUCTURALLY RIGHT—

FIBRE AND ENAMEL COMBINE TO MAKE
FOR **EVERFOLD** A UNIT OF QUALITY. IT IS
A SAFE VEHICLE TO EXPRESS YOUR MOST
IMPORTANT MESSAGE. YOU CAN BE ASSURED
IT WILL ARRIVE INTACT, WITHOUT LOSS OF
DIGNITY OR FORCE.



Courtesy Nash Motors

PRINTED ON
FOR EVERFOLD ENAMELED
25 x 38—100

FOLD IT—
 TEAR IT—
 PRINT ON IT—
 MAIL IT—
 IT IS FOR**EVER**FOLD ENAMELED—
 IT WILL STAND THE TEST



TRADE MARK REGISTERED
 U. S. PATENT OFFICE

YOU TAKE NO CHANCE



TRADE MARK REGISTERED
U. S. PATENT OFFICE

FOREVERFOLD

YOU TAKE NO CHANCE



Eliminate 3 to 5 Stops Per Hour

LARGE sheets and heavy stock can be handled in only small lifts on your hand fed cylinder. Three to five press stops an hour for reloading hand feed board cuts $1\frac{1}{2}$ to 2 hours a day off the running time of the press.

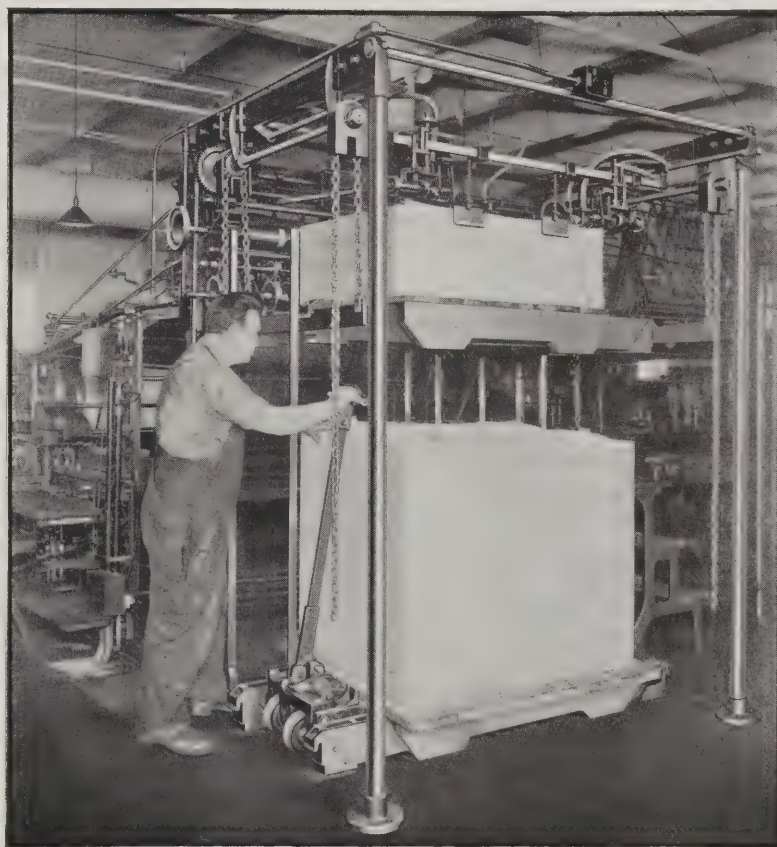
The Truck loading feature of the Dexter Suction Pile Feeder solves the stock handling problem and enables you to get the product of a 10-hour day in 8 hours out of your press-room. Reduction of stock waste comes as a natural result.

"The Suction Pile Feeders are a revelation. Spoilage is nil. We're saving money. I figure that the economy of the Suction Pile Feeders will pay cost of installation in a short time. Our operators are happy and we are completely satisfied."

W. F. PRIOR COMPANY, INC.
HAGERSTOWN, MD.

The Dexter Truck Loading Suction Pile Feeder

Is designed for all sizes of two-revolution presses, offset and lithographic presses, and cutting and creasing presses. It feeds to accurate register the widest variety of stock from French Folio to heavy card-board as fast as the press can deliver.



There are more Cross and Dexter Feeders in use throughout the world than all other makes combined

DEXTER FOLDER COMPANY • 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS DALLAS ATLANTA SAN FRANCISCO

Whether or Not a Printer Needs Machine Composition

the Monotype trade plant is equipped to furnish him a service that will reduce his operating costs and, at the same time, will improve the appearance of his jobs. This is the service of hand composition and makeup, with its by-product, the supply of new type and other material for the work that the printer does in his own composing room.

The printer who buys machine composition can also use, with equal advantage and profit, the additional facilities of the Monotype trade makeup department because the conditions that make hand work most efficient are found in composing rooms using Monotype resources.

And the printer who operates his own typesetting machines has an unfailing assurance that his composing room (hand or machine) is supplemented always and in every respect by the Monotype trade plant.

[The Barrett Adding, Listing and Calculating
Machine is Merit-Proved and Monotype-
Made. Portable, Noiseless, Proves the Work—
PRINTS the Proof.]

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

TORONTO

BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA • SAN FRANCISCO

HOWARD BOND

WATERMARKED

PUT your strongest glass on HOWARD BOND and see how well it will answer all tests. Its white is a brilliant, gleaming white. Its thirteen colors show steadfast adherence to standard. You can depend upon HOWARD BOND to satisfy all requirements for uniformity, good printing surface, purity and serviceability for every business need where office forms and letterheads are desired. The saving by using HOWARD BOND will appeal to you. The quality will impress you. Ask for sample portfolio.

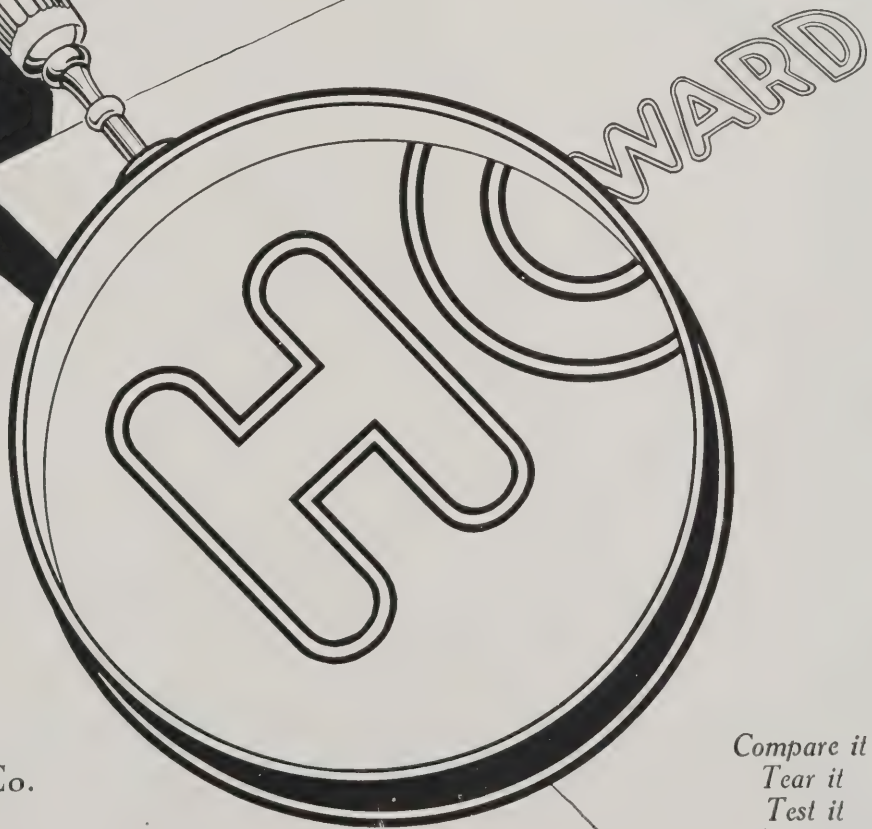
Test It

For Writing
For Printing
For Color
For Purity
For Texture
For Strength

The Howard Paper Co.
Urbana, Ohio

NEW YORK OFFICE—280 Broadway.

HOWARD BOND



CHICAGO OFFICE—1148 Otis Building.

HOWARD LEDGER

Compare it
Tear it
Test it
and you will
specify it



waste paper

PROMPT AND POLITE

OUR motto is "*Do It Now, With a Smile.*" Promptness and politeness go hand in hand in our organization. Waste paper is our stock in trade and we make as much fuss over it as any printer over a million-run order. Small or large, truckloads or carloads it's all the same to us, just so it is waste paper.

We serve with a smile—promptly, courteously and efficiently.

Call *Mendelson* today or any day when you want your plant cleared of waste paper, and one of our speed wagons will be at your door promptly.

Phone Harrison 2840 or 5557
MOTOR TRUCK SERVICE

COPYRIGHT 1922
M. B. P. S. CO.

Printing and Advertising Advisers

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications



One of the largest and most completely equipped printing plants in the United States

DAY and NIGHT Operation

The best quality work handled by daylight

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands

Catalogue and Publication Printers

Artists : Engravers : Electrotypers

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

Business Methods and Financial Standing the Highest. (Inquire of Credit Agencies and First National Bank, Chicago, Illinois)

Our SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING

(Linotype, Monotype and Hand)

PRESSWORK

(The Usual, also Color and Rotary)

BINDING

(The Usual, also Machine Gathering, Covering and Wireless Binding)

MAILING ELECTROTYPING ENGRAVING DESIGNING ART WORK

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

PROPER QUALITY

Because of up-to-date equipment and best workmen

QUICK DELIVERY

Because of automatic machinery—day and night service

RIGHT PRICE

Because of superior facilities and efficient management

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?



Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let Us Estimate on Your Next Printing
The LARGE and the SMALL ORDERS

(We Are Strong on Our Specialties)

Use NEWTYPE for

Catalogues and Advertisements

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only, unless ordered held by customers for future editions. We have all standard faces, and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces, and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

Binding and Mailing Service

We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post-office or customers as fast as the presses print.

Printing Products Corporation

Executives:

LUTHER C. ROGERS, Chairman Board
Directors
E. E. LAXMAN, Pres. and Genl. Mgr.
H. J. WHITCOMB, Vice Pres., City
and Country Publication Sales

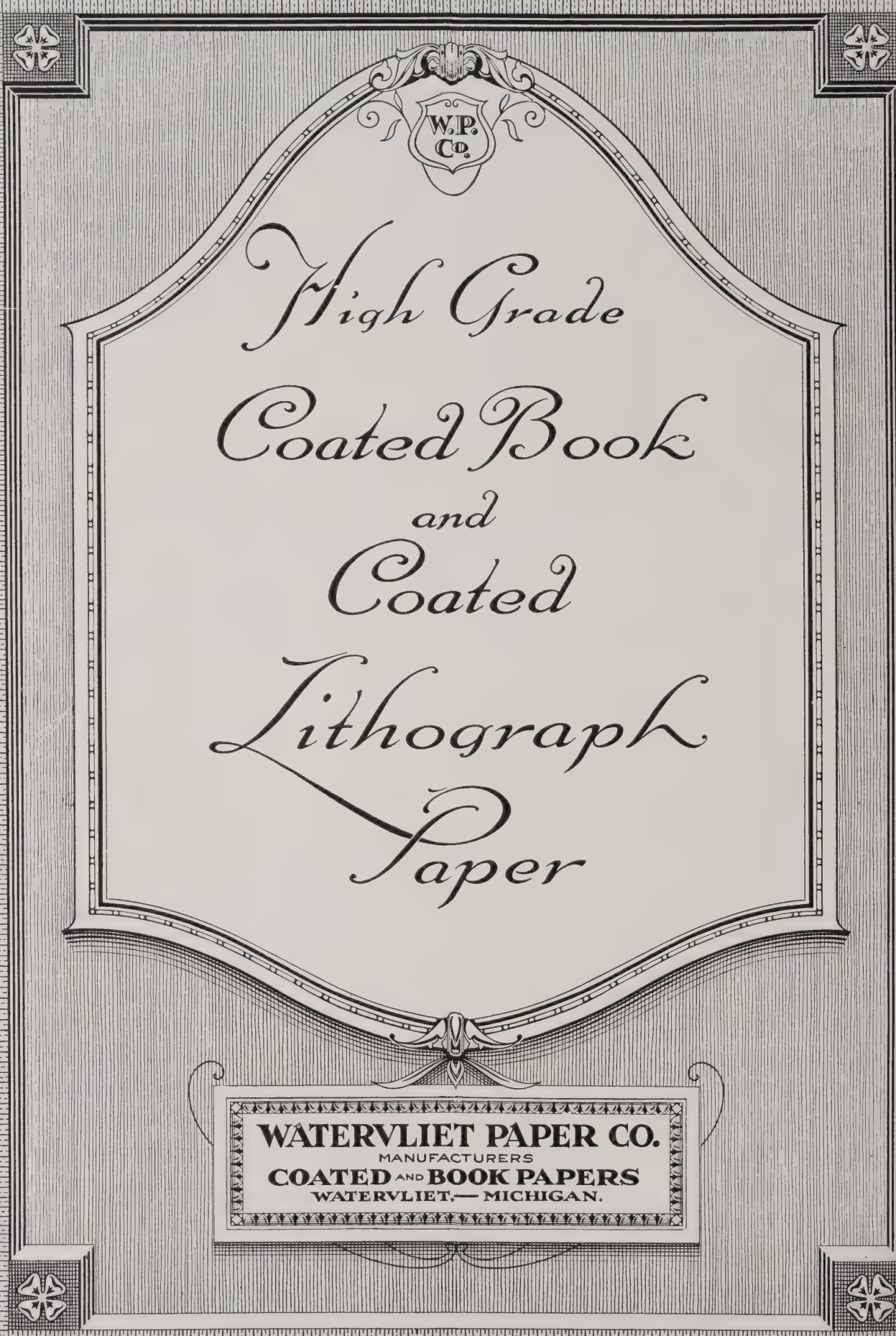
Formerly ROGERS & HALL CO.

Tel. WABASH 3380 — Local and Long Distance

Polk and La Salle Streets, Chicago, Ill.

Executives:

W. E. FREELAND, Secy. and Treas.
F. MACCOOMB, City Catalogue Sales
A. R. SCHULZ, Country Catalogue Sales



W.P.
Co.

*High Grade
Coated Book
and
Coated
Lithograph
Paper*

WATERVLIET PAPER CO.

MANUFACTURERS

COATED AND BOOK PAPERS

WATERVLIET, — MICHIGAN.



Speaking of Cover Papers

CAN you imagine a discussion of cover papers that would not include Strathmore? Or American Writing? Or A. M. Collins' Castilian? And would you not appreciate the service of a paper merchant who placed the entire range of these lines at your command, together with enough specialties of miscellaneous cover mills to meet your every need, from a simple manuscript container to the most elaborate catalog, embossed calendar mount, or hot pressed folder?

The Whitaker Paper Company, through its many divisional stocks, offers precisely this kind of service to the trade. It means a large investment, much which turns very slowly. But it is service. And the more often you avail yourself of it, the better it grows.

THE WHITAKER PAPER COMPANY

Challenge Pressed Steel Galleys



The Choice of The Galley-Wise Printer

Challenge Pressed Steel Galleys are moulded into shape from a *single piece* of selected cold rolled steel, smooth as brass, with no flakes or blisters. They have reinforced electric-welded *square* corners inside and a beaded edge of metal extending around bottom, which gives extra strength and rigidity. This construction permits type matter to stand squarely on its feet for proofing, also provides drainage channels which, leading to drainage holes in corners, carry off all cleaning fluids, insuring freedom from rust or corrosion.

Sold by all live dealers in printers' supplies—Be sure to specify "Challenge Pressed Steel Galleys."

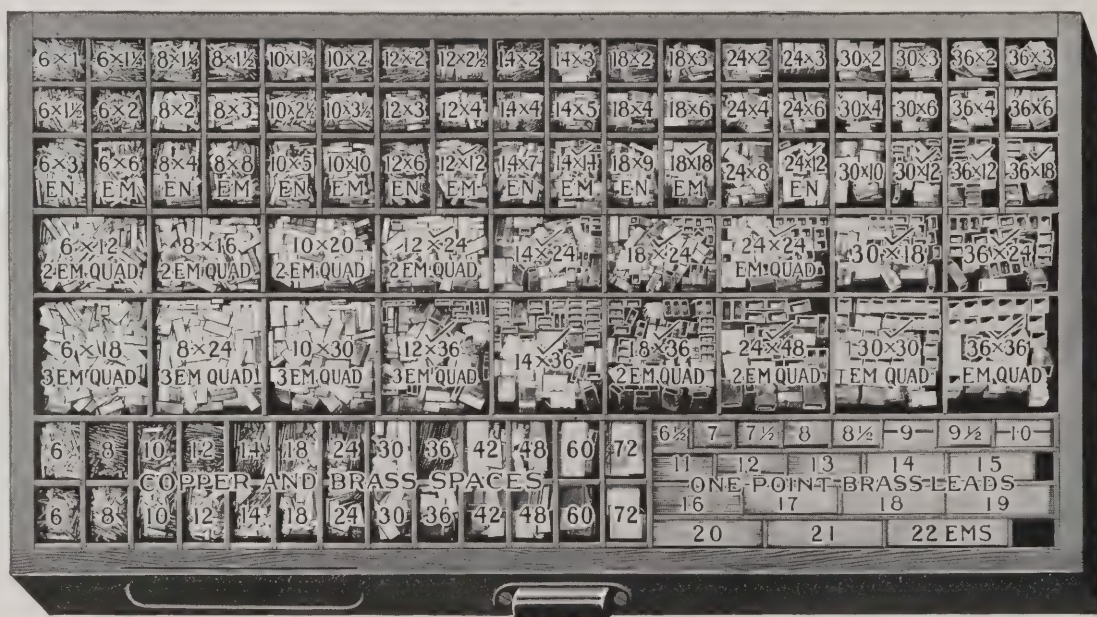
THE CHALLENGE
MACHINERY CO.

Challenge
creations
for
Printers

HOME OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

NEW YORK
461 Eighth Avenue



Superior Spacing Materials

EVERY MAN WHO SETS TYPE KNOWS
THAT THIS IS TRUE:

"There can be no such thing as Efficiency in Composition until each and every Compositor has been provided with a separate and complete outfit of all the needful SPACING MATERIALS on his individual work bank—ready to hand."

ABOVE we show our new Jobwork Assortment of SUPERIOR SPACING MATERIALS in a standard size case which fits on top or in the rack of any regular cabinet or casestand. The contents provide an adequate outfit of Spaces and Quads [all large Spaces and Quads Cupcast], Copper and Brass Thin Spaces and Brass One-Point Justifying Leads. We have a different Adwork Assortment for newspaper ad compositors. Write for SUPERIOR SPACING MATERIALS circular.

Barnhart Brothers & Spindler

Superior Equipment for Printers

CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE



Courtesy Louisville & Nashville Railroad

KENWOOD ENAMELED
Semi-Dullcote
is the paper for
unusual results



Courtesy Union Pacific Railroad



Chenille Dull Coated

A moderate priced dull coated book paper adapted to uses where economy is essential, without sacrificing printing qualities and appearance.

IN STOCK

<i>White</i>				<i>Colors</i>			
25x38	-	-	70, 80	INDIA	TAN	GRAY	
26x29	-	-	56	GREEN	PRIMROSE		
28x42	-	-	99	25x38	-	-	60, 80
29x52	-	-	112	26x29	-	-	56
32x44	-	-	119	29x52	-	-	112
38x50	-	-	140, 160	32x44	-	-	119

DWIGHT BROS. PAPER COMPANY
626 South Clark Street - - - CHICAGO, ILLINOIS

DWIGHT'S



GUARANTEE



THE AULT & WIBORG Co.

MAIN OFFICES AND FACTORIES CINCINNATI HOUSES IN ALL LARGE CITIES

PRINTING AND LITHOGRAPHIC
Quality INKS



"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

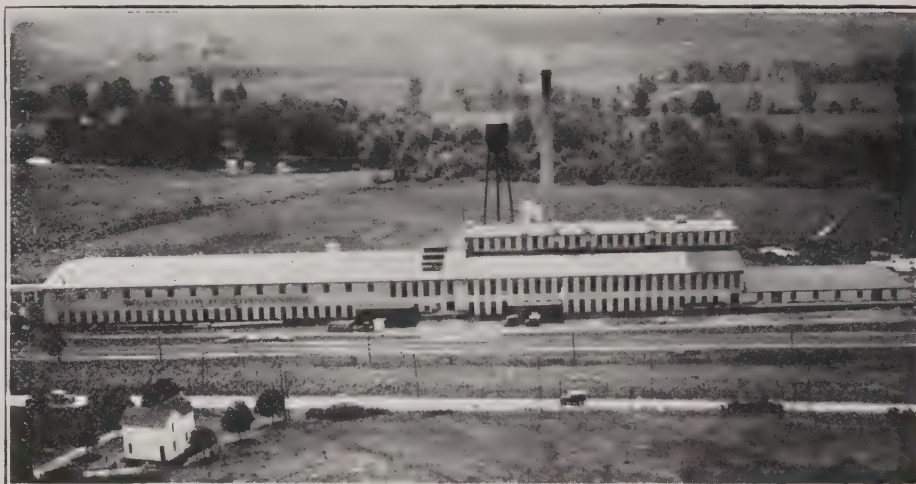
DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE
GLOBE ENGRAVING & CO.
ELECTROTYPE

701-721 S. DEARBORN ST.

CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments



*This is the home
of the Rex Paper
Company,
Kalamazoo,
Mich., Makers
of fine printing
papers, as seen
from an
airplane*

Pride of workmanship makes the Rex quality so apparent in all printing papers the Rex Paper Company produces. Each paper maker in the above mill is proud to be associated with the Rex Company for each knows only the best of everything is used in the manufacture of Rex papers and Rex quality—his individual workmanship—will be recognized by any user of Rex papers any place.

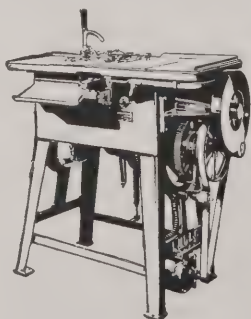
Rex Paper Company, Kalamazoo, Mich.

Manufacturers of OFFSET AND COATED PAPERS

The Ludlow

For Profitable Composition

Without the Ludlow we would have to add at least two men to the pay-roll, and the type equipment necessary to give the same series we get from the Ludlow would mean an enormous investment—and we would still be bound to run short of type at times, even with constant distribution of dead matter.—Ed J. Nickerson, Chicago, Ill.



YOU who lose in your composing rooms the money you make on presswork, need lose it no longer. The Ludlow will speed the work, improve its appearance, and make costs knowable in advance. Costs will not only be lower, but may be standardized as accurately as on presswork or in the bindery.

Make Money on Composition, Too!

Unforeseen stops and hindrances are what make the same job cost double, at one time, what it did before—limited type supply, running out of sorts, worn faces, broken letters, slow justification, and then distribution of used forms! Every job, on the Ludlow, goes through right the first time as planned, and is dumped after use, or kept indefinitely without affecting the cases.

Unlimited new typefaces in every font will increase your capacity and put an end to type shortage, worn faces, running out of sorts and picking forms.

Clean decks after a heavy day—no accumulated distribution. Next morning all

hands may start in at once on productive work.

Small floor space is often the determining factor in starting new or making a change. Ludlow equipment, complete, requires only six feet square. It usually displaces old equipment, releasing many times that space.

No extra salaries are required to operate the Ludlow. Your present hand compositor may set his own lines of matrices, by hand, space and justify—and then cast his line on a slug.

Simple ruggedness is a most admirable quality of the Ludlow. Anybody can operate it after an hour's training. Seldom does it need repair.

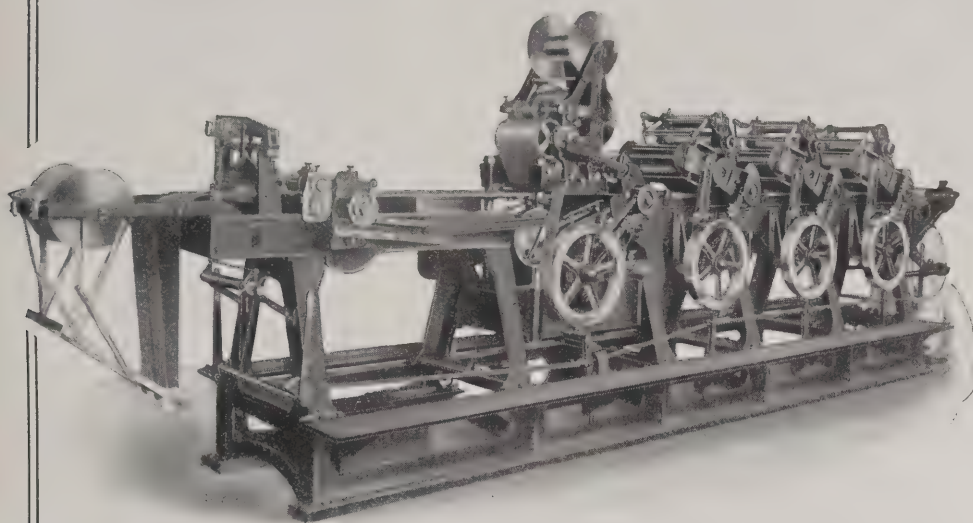
Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City



FASTEST FLAT-BED PRESS ON THE MARKET—7,500 Impressions Per Hour



Illustrates press assembled to print three colors on the face and one on the back of the stock and slitters, punch head and rewind

THE New Era is a rolled, high-speed, flat-bed and platen press built in sections. Assembled as desired to print one or more colors on one or both sides of the paper, cloth or cardboard; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Delivers product slit and cut into sheets or re-wound as desired.

Just the machine for fine color work and specialties requiring accurate registry. Ask for literature and send us today sample of your multi-color or difficult operation work, and let us show you how economically they can be produced.

THE NEW ERA MANUFACTURING COMPANY, INC.

390 Straight Street, PATERSON, NEW JERSEY



For almost 50 years the name HAMILTON on Printers' Furniture, Wood Type, etc., has been a guaranty of the *best* both in design and workmanship. Fifty years continually "at it" has taught us the "know how" which could be acquired in no other way, and our large output (we manufacture better than ninety percent of all such goods sold in the U. S.) insures a production at a cost which makes our sales price always reasonable, quality considered. *We know how! Ask any printer.*

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

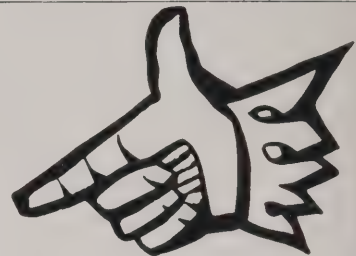
FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

Do You Want a Man?

Do You Want a Position?

Do You Need Used Machinery?

Have You Machinery For Sale?



Say it on the Want Ad page and over three thousand Master-Printers will hear you. The rates are negligible when results are considered.

BEN FRANKLIN MONTHLY

440 South Dearborn Street

Chicago, Illinois

Standard Blottings

"It Doesn't Blot --- It Absorbs Perfectly"

Standard Brands are enameled on the reverse side, affording best printing surface

Ask your Jobber for samples of

STANDARD . . . IMPERIAL . . . STERLING
UNITED STATES . . . ROYAL WORCESTER

These Copyrighted Brands are manufactured by

Standard Paper Mfg. Co.
RICHMOND, VA.

ATLANTIC

The "Eastern" Sulphite **BOND** *with the "Rag" appearance*

PICKING up a sheet of Atlantic Bond for the first time, you would probably not think of it as a "sulphite" paper—so white it is, so clean, so attractive in surface and texture. Nevertheless, it *is* a sulphite sheet. It contains sulphite pulp and nothing else.

The paper is exceptional because the pulp is exceptional. It is made of selected spruce logs from our own forests, bleached with chemicals of our own manufacture, and delivered



to the paper machines direct from our own pulp mill. Such pulp ought to make good paper—and it does. The economies incidental to our control of all raw materials and manufacturing processes, moreover, enable us to sell Atlantic Bond at a price that is by no means the least of its attractions.

Made in White and nine attractive colors—Pink, Blue, Green, Buff, Canary, Goldenrod, Russet, Salmon and Gray. Sample book on request.

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Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

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ENVELOPES—U. S. Envelope Co., Springfield, Mass.

ATLANTIC BOND

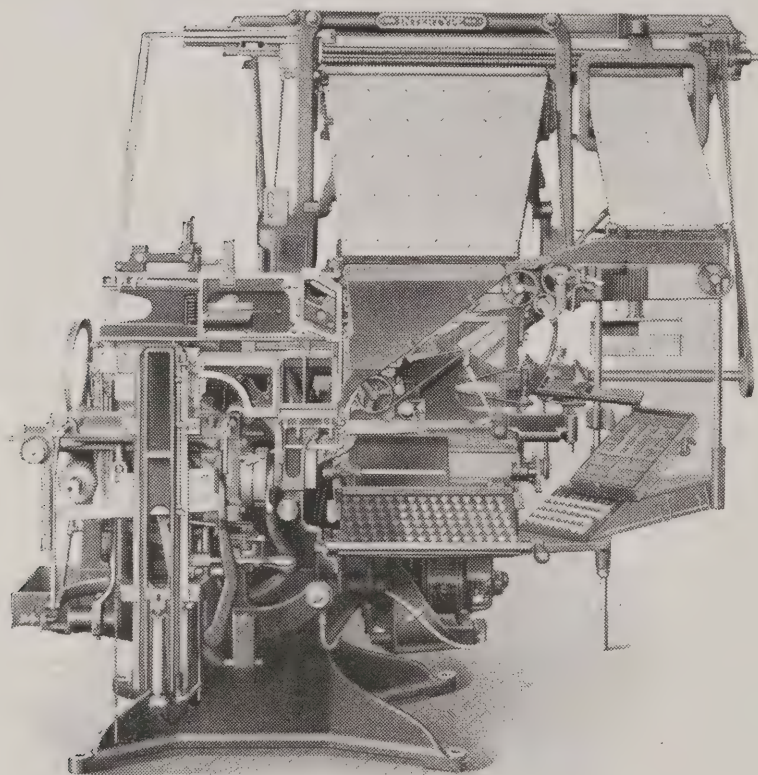
*is made by the makers of
Systems Bond*



9th Reason WHY the INTERTYPE IS "The Better Machine"

This is the ninth of a series of practical talks on Intertype Features. More will follow. Watch for them

Model C-s.m.



is a standardized three-magazine Intertype with a standardized side magazine unit.

Each of the three main magazines will carry one set of two-letter matrices or various combinations of other kinds of matrices.

In addition the auxiliary or side magazine can be filled with display matrices, big advertising figures, accents, or any other special characters required.

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The side magazine does not limit the speed or convenience of the main magazines, and the whole side unit can be disengaged instantly when not in use, leaving all parts of the machine easily accessible.

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Model C-s.m. is designed without escapement or distributor complications for fast and continuous composition of a wide range of work from head-letter and job faces to the smallest body sizes.

INTERTYPE CORPORATION

General Office, 809 Terminal Building, Brooklyn, N. Y.

5481 Rand-McNally Building, Chicago

305 Glaslyn Building, Memphis

560 E. Howard Street, San Francisco

Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Britannia Street, Kings Cross, London, W C 1

Chieftain Bond

Rag Content! What does this phrase mean to the average paper user? Nothing! What does it mean to the average printer? Little more than that the paper so described contains rags!

In NEENAH QUALITY Paper it means just the right proportion of high grade rags to give the tear and test for which our papers are noted. (Write for samples.) We challenge a comparison with papers at competitive prices and sell our products under the guarantee of satisfaction, the user to be the judge.

White and fourteen attractive colors with envelopes to match.

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NEENAH

PAPER COMPANY

Neenah, Wisconsin

Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND,
NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER,
RESOLUTE LEDGER, PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

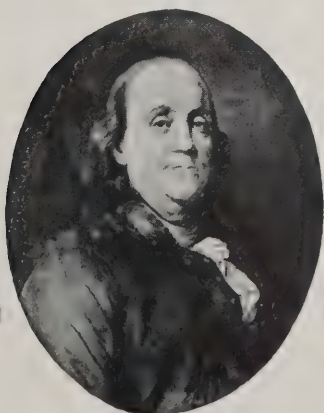
Note the Tear and Wear as Well as the Test



There is a continued increasing demand for coated paper, with unusual folding qualities. FRANKFOLD ENAMEL is the one paper with such qualities. The series of advertisement illustrated are telling all about this good paper through the various trade papers which reach printers, lithographers, sales and advertising managers.

FRANKFOLD *Enamel*

WRITE FOR SAMPLES OR FULL
SHEETS FOR DUMMY PURPOSES



The Franklin Coated Paper Co.
FRANKLIN, OHIO

EASTERN SALES OFFICE
135 Broadway
New York

THE BERKSHIRE COMPANY
445 Plymouth Court
Chicago, Ill.
Distributors in the Chicago District

THIS IS SAMPLE OF 25 x 38 — 80 FRANKFOLD

WANT ADV'S

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion.

Advertisements sent to appear under this heading should be accompanied by cash

A \$20,000 BUSINESS FOR \$12,000.

Net cash profits first six months of 1922, \$2,277.85. Now printing about 11,000 newspapers weekly, large and well established line of job work. Splendid contracts assignable. Unlimited possibilities in newspaper business. Equipment: linotype, 2 cylinders (one new), 3 fine Gordons, 8 stones, new Hamilton cases, new type in series, casting box and saw. Everything in good shape. No junk. Ground floor, plenty of light and air. Ideal location in richest section of Illinois. \$7,000 to \$8,000 cash required, balance easy payments. Please don't write unless you can make the cash payment. Accurate details to responsible parties. Address "Opportunity," care of Ben Franklin Monthly.

FOR SALE—Anderson Folding Machine taking sheet up to 22x28 inches. Folds 4, 6, 8, 12, 16, 20, 24 and 32-page forms. Equipped with three parallel and four right angle folds, automatic register at every guide, three packer boxes, perforator, Redington counter, 1 H. P. Western Electric motor and controller. Machine has seen very little use and is in A-1 condition. It is heavily constructed, easy to set, and can be run to a register at 6,000 per hour. We are closing out our bindery to gain additional press-room space, consequently are selling for only \$1,600. This is a saving of

over \$800. Machine can be seen at 1230 W. Congress street. No brokers.

FOR SALE—Hall folding machine taking sheet up to 22x33 inches. Machine folds in parallels and right angles. Is in good running order. Gears and cams like new. Can be seen at 1230 West Congress street. Price, \$400.00 10% off for cash. No brokers.

Owing to a change in production methods, we have for disposal one 36x48 latest model Premier Cutting and Creasing Press with a Dexter Pile Feeder, guaranteed in excellent condition, having been used but six weeks. For particulars, price and demonstration, apply H. A. Gillan, Purchasing Engineer, Eastman Kodak Company, Kodak Park Works, Rochester, N. Y.

FOR SALE—Newspaper and job plant. Complete modern equipment. Two Linotypes, Ludlow, Goss Comet, Miehle, Whitlock, two Millers, two Gordons, folders, cutter, stitchers, perforator. First-class condition. All or separate. Owner has other interests. North-West News, 2345 Milwaukee Ave.

DONALDSON TYPESETTING CO.
Day and Night Service
107 East 35th Street, Chicago
Phone Douglas 2344

FOR SALE—PRINTING PLANT AND BINDERY IN WHOLE OR PART—Monotype equipment with two keyboards and two casters, four cylinder

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FOR SALE—Printing machinery, two-revolution and drum cylinder presses, paper cutters, Gordons, stitchers, punches, folders, proof presses, composing room and bindery equipment, etc., new and overhauled. Quick delivery. We buy and sell printing outfits, machinery, etc. Write us today. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

FOR SALE—51x68 Cottrell cylinder cutter and creaser; 27x40 Hartford cutter and creaser; 4 20x30 Colts C. & C.; Rosback and Portland punching machines; Poco proof presses; 10x15 and 12x18 New Series C. & P. presses; 14x22 Colts Laureatte press; 33x45 Brown jobbing folder; 14x20 Mentges four-fold circular folder; 35x47 Whitlock four-roller job cylinder press; 46x62 and 42x56 Miehle press. New Hamilton cabinets and stones, Chandler & Price presses, paper cutters, special machinery, complete outfits. Wanner Machinery Co., 716 S. Dearborn street, Chicago.

Genuine Economy

When you get type from the machine that is as near perfect as human effort can make it you do not have to be a mathematician to figure out that you are saving in makeready, etc., i. e., Money.

When slugs are all the same height the life is prolonged. Runs of 100,000 to 200,000 from our linotype are common occurrences with our customers.

Ask any buyer of MATHEWS SERVICE what he thinks of our product.

Our hard metal foundry type is meeting with like success by its users.

Mathews Typesetting Company

Phones Harrison 2083-4086

626 Federal Street

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Three lines, one year - - - \$10.00
Each additional line - - - 2.00

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19 S. Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

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Phone Main 1485.

BUYERS OF JOB STOCKS—ALL KINDS

We Buy Large Stocks of Merchantable Value
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525 S. Dearborn Street, Chicago
Write for our Free Inventory of Bargains

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161 West Harrison St., Chicago
Phone Wabash 4980.

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ENGRAVING & ELECTROTYPE CO.
701-721 S. Dearborn St., Chicago
Phone Harrison 5260.

C. L. GOWELL, Transportation Bldg.
Phone Harrison 2975. CHICAGO, ILL.

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(Printers' Knives)

GEO. HOFBAUER & CO.
501 S. Dearborn St., Chicago.
Phone Wabash 6549.

E. C. KEYSER & CO.
727 S. Dearborn St., Chicago.
Phone Harrison 7594.

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AMERICAN PRINTING INK CO.
2314 W. Kinzie St. Telephone Seeley 106.
Chicago

SINCLAIR & VALENTINE CO.
718 S. Clark St. Phone Harrison 2149.
Chicago

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CHICAGO ROLLER CO.
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Chicago

LINOTYPERS

EMPIRE LINOTYPING CO.
730-740 North Franklin St., Chicago
Phone Harrison 5495.

IRON FURNITURE

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

WE HANDLE ALL PARTS FOR JOHN THOMPSON PRESSES

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Phone Main 1339

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175 W. Monroe St., Chicago.
Phone Main 2060.

CHICAGO PAPER CO.
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Phone Harrison 395.

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Chicago

THE MCGREGOR PAPER CO.
536 S. Clark St., Chicago. Harrison 5042.
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Phone Main 2120.

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322 W. Washington St., Chicago.
Phone Main 142.

MOSER PAPER CO.
621 Plymouth Ct. Phone Wabash 2714.
Chicago

SEAMAN PAPER CO.
208 S. LaSalle St., Chicago.
Phone Harrison 5586.

SWIGART PAPER CO.
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Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
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Phone Main 875.

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Grand Haven, Mich.

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Grand Haven, Mich.

THE VANDERCOOK PROOF PRESSES
The Presses That Revolutionized Proofing
Sold Direct from Maker to User Only

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Chicago

Phone Haymarket 7559
Printers' Machinery Sales Co.

USED PRINTING MACHINERY
COMPLETE EQUIPMENT BOUGHT.
SOLD. EXCHANGED AND LISTED

1722 West Grand Avenue



Systems Bond

—an economical
quality paper—with
the economy appar-
ent only to the man
who knows the price

*Dealers in
all principal cities.
Complete list
in August
Trade Papers*

EASTERN MANUFACTURING CO.
501 FIFTH AVENUE · NEW YORK

Write for the
SYSTEMS BOND
Specimen Book

Big Opportunity

On the First of August we purchased the entire plant of the Trade-Shop Typesetters, Inc., Chicago. This purchase gives us some duplication of equipment. We offer it at less than replacement value.

Equipment for Sale

Monotype

1000 sets and 1000 slugs complete.
1000 sets and 1000 slugs complete.
Prices on application

Display Matrices (full fonts)

No. 36, Scotch Roman: 14 to 36 point.
No. 38, Goudy: 14 to 36 point.
No. 98, Bookman: 14 to 36 point.
No. 107, Franklin Gothic: 14 to 36 pt.
No. 287, Chelt. Bold Ext.: 14 to 30 pt.
No. 79, Caslon Bold: 24 to 36 point.
No. 164, Chelt. Wide: 24 to 36 point.
No. 86, Chelt. Bold: 24 to 36 point.
No. 175, Bodoni: 24 to 36 point.
No. 275, Bodoni Bold: 24 to 36 point.
\$25.00 per font. Terms, Cash

Linotype

1 Model 3 Rebuilt Linotype
Any line of type you want
Cash \$1600, Time \$1800

Composing Room

6 Tracy Stands
\$150 each, crated.—Terms, Cash

Miscellaneous

1 Fairbanks-M Platform Scale.....\$18.00
1 Fairbanks-M Counter Scale.....18.00
1 Oliver Typewriter.....20.00
1 Simplex Time Recorder.....55.00
Galley Racks, Roll and Flat-top Desks,
Safe, Universal Press, etc.—write for list
Terms, Cash

Sorts, while they last, 30c per lb.

This equipment has been in use but a short time. It is in first-class condition, and in our opinion each item listed is a bargain at the price. Prices f.o.b. Chicago.

Smith-McCarthy

TYPESETTING COMPANY

Telephones: HARRISON 3864-5-6-7
637-39-41 S. DEARBORN ST., CHICAGO

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